

PRINTERS' INK

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AMERICAN NEWSPAPER ANNUAL *and* DIRECTORY 1926

Ready for delivery

THE 1926 issue of the AMERICAN NEWSPAPER ANNUAL AND DIRECTORY is now ready in two editions. The one, the regular form and size with which the advertising and publishing fraternity is so familiar, at the usual price, \$15.00. The other, a special limited edition on thin paper stock for the benefit of those who wish a smaller and lighter volume to conserve shelf and desk space.

This special edition will have a black binding, imitation leather, and will be priced \$20.00. The contents are exactly similar, comprising all of the information and features of this old-established reference book with complete gazetteer information revised to date and latest population figures, with 350 lists of different classes of publications and over 100 colored maps.

Early orders are advised. Address the publishers—

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

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SAN FRANCISCO



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Photo by Feder

HERE is a famous picture....It has interrupted millions into reading the advertising of the Knit-tex Coat.

The coat itself, the name that describes it, the advertised price, and the rotogravure media, are all interrupting elements in the success of Cohen, Goldman and Co. This picture is the interrupting vehicle for all of them.

The Knit-tex campaign is an interesting example of the Interrupting Idea in complete follow-through from consumer advertising to dealer's store. It is produced by the Federal Advertising Agency, Inc., 6 East 39th Street, New York City.

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PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXXIV

NEW YORK, JANUARY 7, 1926

No. 1

A Jab at the Garrulous Salesman

When He Ceases to Believe Himself to Be a High-Powered Monologist
He Will Hang Up Bigger Sales Records

By James H. Collins

UNCLE BILL'S wood lot, a quarter-mile up the lane, was the regular camp-meeting ground. Camp-meeting time came right after haying, and with it came the Reverend Silas Parrot.

Uncle Bill's boys were "onto" the Reverend Silas Parrot, but I wasn't, being a kid from the city. So, on the first morning of his visit, while Uncle Bill's boys were softly tiptoeing out of the kitchen, I didn't notice anything unusual. The breakfast table was laid, Aunt Martha frying bacon and eggs in the kitchen. Then Aunt Martha set the dishes on, and the Reverend Silas, rising, said solemnly, in a deep Spartacus-the-Gladiator voice, "Let us pray!" I got caught in a twenty-minute prayer in which the Reverend Silas, after first assuring the Creator that He knew what was well for His children, proceeded to give detailed instructions for running the world that day.

Uncle Bill's boys gave me the laugh, and showed me how to dodge the Reverend Silas.

Really, he was a terrible man to a kid and a great many grown folks too. Nobody could converse with him—his talk was one solemn standardized deliverance by an oracle. You were not safe in the same room with him, nor within speaking distance outdoors, for he was apt to catch you anytime.

The Reverend Silas Parrot carried a message. That message had been put into him by some

rural theological institution, like the works in an alarm clock. The Reverend Silas asked the same questions, delivered in the same rotund banalities. There was nothing else in him, so nothing else ever came out. He had a question or a platitude for every reply his victim might make, along with the unshakable conviction that if the victim resisted at all, it was the Devil working through him, to be fought or disregarded.

My impression of present-day clergymen is that even rural theological schools are turning out a more human product.

But lately I've been running upon the Reverend Silas Parrot in salesmanship—have you noticed him?

He is the salesman so full of his message that he must deliver it completely, ritually, without deviation from the letter or the word, even if the prospective customer is ready to sign on the dotted line. If he is ready, he must wait—a customer might as well stand on the track and try to stop the Twentieth Century Limited as interrupt the "sales message."

Strolling through a business show recently, my friend Billikins, an engineer, saw a set of technical books that looked as though they might be useful.

"What is the price of that set?" he asked the salesman in charge.

The latter pinned Billikins with a studious, glistening eye. You

could see that he had been drilled to avoid mentioning price until all the other data had been presented in standardized form. The prospect was to be held to a rigid "Yes" or "No" until the complete picture of the proposition had been built in his mind.

"You are a business man Mr.—?"

"Yes—my name's Billikins."

"As a business man, Mr. Billikins, you concede that scientific information that helps you make money is the very cornerstone of your success?"

"Well, yes—"

"If 300 of the acknowledged business geniuses of the world offered to reveal to you their most jealously guarded secrets free of charge—would you utilize their services?"

"You bet!"

"Mr. Billikins, suppose they went further than that. Suppose they actually came to your office, and stayed every moment you were there, and answered your buzzer instantly to tell you anything you wanted to know—would you begin by asking them what they were going to charge?"

"Maybe not—but what is the price of that set of books?"

"Mr. Billikins, this is not a set of books—it is a service beyond price. These great business leaders, in every industry and trade, men who have forged to the front in twenty different countries, are ready to answer any question you may ask, waiting to advise you upon any problems that may confront you."

"That's fine—but I'm interested in the books."

"Mr. Billikins, there are millions of books in the public libraries of this country, filled with information vital to your business every day—if you know how to find them. Through our service, by the world's business leaders, we give you that information in concrete answers—"

"I don't doubt it, but I see maybe two books in that set I'd like—"

"But these books are not for sale—"

"I'd like to buy two or three of them, but I am willing to take the set if it isn't too expensive—what do you charge?"

"Mr. Billikins, I repeat, this library of priceless business information is available only to those who subscribe for our information service—"

"But how much are the books?"

"Oh, hell!" blurted out the exasperated salesman. "The service is \$39 and we throw in the books!"

IS THIS THE SALESMAN'S ROLE?

Look over the sales propositions with which you are familiar, listen to the next twenty salesmen who call on you—or perhaps come closer home and size up your own selling proposition—don't you find that about three in five are keyed up to What-are-you doing-about-your-soul? The prospect is on the road to perdition because he is clinging to wasteful apparatus or methods, and the salesman is the voice out of the wilderness coming to him with the correct dope. There's nothing to the sales job but telling him he's wrong, and getting an order for the right apparatus or method.

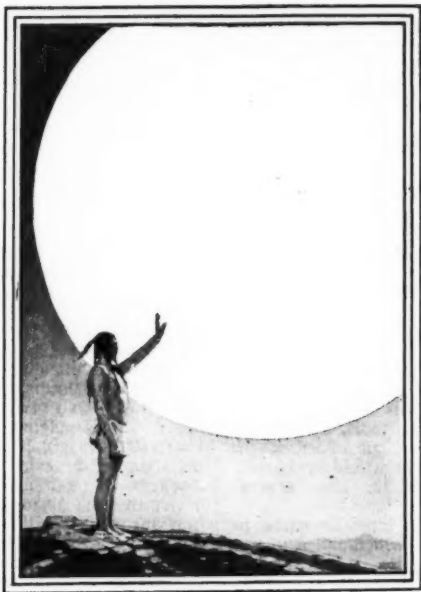
Some years ago, the Reverend Silas Parrot got into the machine shops of the country with both feet.

The late Frederick Taylor had made his stop-watch studies of machining, new high-speed tool steels of increased cutting capacity had been developed, and the machine shop superintendents of the country automatically became a lot of heathens ripe for conversion—from the sales viewpoint.

In came Mr. Salesman full of his gospel. His tool steel would do from three to five times as much work as anything the shop was using. His figures of saving and profit outran those of Mr. Ponzi, the financial wizard of Boston. There was one way to be saved—throw out every tool in the place and give him an order for new steel throughout. He had the statistics, curves and graphs to prove it.

I remember one instance where

New Year's Greetings



TO SALUTE the New Year in its glory
To hail a continent in peace and fertility
To pledge a hand in united works
On the rim of new undertakings



THE H. K. McCANN COMPANY
Advertising

NEW YORK CLEVELAND SAN FRANCISCO DENVER
CHICAGO LOS ANGELES MONTREAL TORONTO

a quiet shop superintendent, a natural-born listener, gave the salesman a trial order after hearing the sermon. When the new steel was delivered, he had a set of dies made up and hardened. Far from cutting better than the old dies, they wouldn't even keep an edge.

"Ignorance!" declared the salesman. "You don't know how to harden this superior new steel. Send our folks a set of the dies and we'll harden them properly."

But these dies worked no better than the others, and eventually the tool-steel experts confessed that their material was not suited to that particular class of work.

I recall another story, in which a high-speed tool-steel salesman complained loudly because he had been calling upon a certain machine shop superintendent a year without getting an order. He was told that if his concern would make up sample tools, and deliver claimed results, an order for a ton of his steel would be placed, enough to last the shop several years.

A few days later he came in with the tools, which failed miserably, because he had not taken into account peculiar conditions of machining in that plant.

There was a colored gentleman in this tool-steel woodpile: The stuff would often show surprising improvement in a first trial, supervised by experts. But high-speed steel brought new requirements in shapes, angles, clearances, forging, dressing, hardening, grinding, feeds, speeds. When the new steels were supplied to dozens of foremen and mechanics, each with his own ideas about these technicalities, they were no better than common carbon steel. In effect, a highly-sensitive race horse was given to a driver who had never worked anything but a truck horse.

Moreover, the average machine shop superintendent was a closer student of technical devices than the fellow who sold him, and thus it happened, after two or three years of intensive missionary

work, for which the salesman frequently got as much per month as the shop superintendent in a year, the glad tidings of tool steel were preached no more.

It was a successful operation, though the patient did die.

It was a brilliant sales presentation—the prospect didn't buy, but neither did he get a chance to say anything.

THE APPROACH IS WRONG

Mark Twain's story of the preacher who gradually talked him into giving all the money he had to the heathen, and then talked him out of it before the collection plate was passed, is today more pertinent to the salesman than it is to the clergyman. For the latter are becoming quite human, learning as much from life and contact with people as from their theological studies. "Scientific" salesmanship, on the other hand has grown into a theology. Misapplying John H. Patterson's original invention of the standard sales talk, the teachers of salesmen drill the novice in a set argument and send him out primed with canned data. The original cash register talk was an orderly explanation of mechanism, a combination of the clearest explanation used by many salesmen, and most valuable because it covered everything clearly, leaving out no vital points. The present-day standard "approach" is often put together in the belief that there is some sort of magic that will unlock the interest and buying desires of all men, regardless of their temperament or their knowledge.

With a little experience of business and the world, it is fairly easy to take one of these standardized salesmen apart.

At least once a week, the inevitable young life insurance salesman walks in on me and begins at the beginning, telling me all about life insurance, although I have reached an age when older insurance men now call on me occasionally with the glad tidings that a policy will be paid up within a few weeks, and solicit

Memo:—

In Automobile display.

For years 1923, 1924, 11
mos. 1925.

The Standard Union

Of All Greater New York
Evening papers

Stood Third in Lineage.

Every line at 20 cents flat,
or more.

No "trades," no "gyp"
tire, or "gyp" used car
adv. printed.

Brooklyn auto dealers
know a thing or two.

R. G. R. *Sturgesman*
President

LARGEST DAILY CIRCULATION IN BROOKLYN OF ANY BROOKLYN NEWSPAPER

me for a replacement policy, about the only insurance argument likely to get through my hide.

Young Mr. Insurance Man inquires about my age, tells me I ought to save money, suggests that I may not be able to pass the doctors, assures me that I will never be younger nor get insurance any cheaper, and so forth.

"Where do you live?" I ask.

"Over in Rutherford."

"Do you own the house you live in?"

"No, I pay rent."

"But you say life insurance will help me save money—do you save money yourself?"

"Every cent I can put away!"

"And everything you save goes into life insurance, doesn't it?"

"Yes—I've just taken out a new \$10,000 policy."

"Your rent would pay for a house in less than twelve years, if you bought through a building and loan association. You could save enough money to pay the premium on a good size policy. Your eggs are all in one basket—savings ought to begin with a bank account, then life insurance, then the purchase of a home. If you had a savings account, you could get cash in an emergency without borrowing on your insurance. If you were purchasing your home, the landlord couldn't put you out in an emergency, for a good building and loan association would adjust the payments until sickness or unemployment had passed."

The easiest way I know to get rid of an insurance man whose sales training has been one-sided.

The outstanding fact about insurance today is that the good salesman has far less to say to his prospect than to hear from the latter about his own affairs, what with the new uses of insurance to anticipate income and death taxes.

As a good thing inevitably tends to get overdone, so the class training of young salesmen has filled the business world full of good fellows who know how to speak a piece, but haven't yet learned through experience how

to size up and be listeners.

They are a good deal like a radio announcer I heard over the air not long ago. He was one of those admirable word artists who can make a boxing match, a horse race or a baseball crowd real to listeners. For some reason they had given him the job of announcing a piano recital.

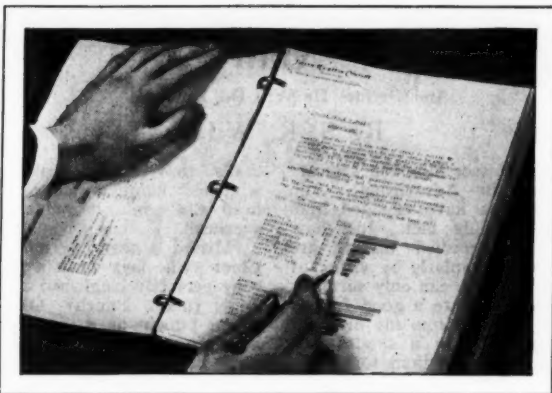
"Mr. Slambamgoffsky's next number," he said, "will be a Chopin etude, and while we are waiting for him to begin, I'll try to tell you what he looks like. He is a Russian, and so very cultured and refined. He is a slender man, tapering at the waist, and as he plays he sways from side to side. He has a mass of long hair that keeps falling in his eyes—just the type of man you would pick out on the street for a great virtuoso. He has studied music from infancy, because his father kept a music store in Moscow. He is now sitting down at the piano. The audience is applauding wildly. I haven't time to tell you any more now, but when this piece is finished, I'll say something more about the program, which is high-class in every way, because Mr. Slambamgoffsky plays nothing but compositions by the most famous composers."

However, if you sit behind a desk and receive salesmen, you know the Reverend Silas Parrot as well as I do.

Let's try and give him a straight steer.

Salesmanship is a good deal like golf, or dancing, or anything else that must be learned. When the novice in golf begins, his whole body is tense. His whole mind is concentrated on hitting the pill an awful wallop. Likewise in dancing, all his thoughts are centered on his feet, and one or both of them are usually late. With practice, trained muscles subconsciously swing the driver, and in dancing, the feet are forgotten in the enjoyment of the music.

In a wide acquaintance among salesmen, ranging from the top—
(Continued on page 194)



A book about *your* business

by the folks who buy your goods

HOW often have you fumbled hopefully through books on marketing only to lay them aside because they did not apply to your particular problems? How often have you wished that somewhere you might turn to a volume and find answers to the intricate questions of your own business?

There is such a book. Its name is the Richards Book of Facts. Your copy of this book does not exist as yet, because, unlike any other book, a Richards Book of Facts is prepared for the individual manufacturer. It presents a study of that manufacturer's product and marketing methods as disclosed by a field survey in which hundreds, sometimes thousands, of consumers, retailers, and wholesalers are interviewed.

When your Richards Book of Facts is made you will find in

it, not theory, not out-of-date accounts of someone's else business, but trustworthy information to guide you and us in the making of advertising and sales plans.

As one manufacturer says about his Richards Book of Facts, "We feel that it insures our money will not be spent until results are certain."

We will gladly tell you how a Richards Book of Facts may be prepared for your business and used as the basis of the advertising which we do for you.

A copy of our new booklet entitled "Business Research," which describes the place of research in modern business, will be sent free on request. Address JOSEPH RICHARDS COMPANY, INC., 249 Park Avenue, New York City. *An Advertising Agency Established 1874.*

RICHARDS *"Facts first—then Advertising"*

Advertising Looks at the Literary Man

And Decides He Will Do, Provided—

By S. K. Wilson

YOU'VE met him, the Literary Man in Advertising. You Copy Chiefs have engaged him. He is a ruddy fact. Just how many distinguished literati are now eating regularly by virtue of agency jobs one can only surmise; but that there are a good few of them I deduce from my own experience. During a single fortnight I had applications for a copy writer's berth from three such: one a novelist with three quite decently successful novels back of him; the second also a novelist and short-story writer who startled the critics a few years ago with a first book of strong promise; the third, a poet and essayist of national reputation. All three in "Who's Who" and all three hungry—for an agency connection.

Make no mistake, then. The Literary Man is getting in; has got in. But—is he any darned good? Can he write marketable advertising copy? Does Advertising, in short, want him?

Sure, Advertising wants the Literary Man if—

Yes, might as well admit it. There are disabilities. Risks, too. Taking on a Literary Man may involve either. For not only is advertising writing a special order of writing but the copy writer's temperament—how many literary men possess or can assume that? More than one thinks, perhaps. Yet it's not easy. Why? Because prime copy writers must have the salesman-temperament and the average literary man is the world's most deplorable salesman.

No need, here, to elaborate the thesis which sets off advertising writing from all other writing. That's no insuperable barrier. The literary man *can* equate his style and imagery with commercial necessity. But how to implant the salesman instinct if it isn't there—

that's the problem which has whitened many a Copy Chief's head the while it reddened his overhead.

"Missed it again," grumbles the Chief as he lays down a piece of copy perfectly Englished and perfectly futile. Punch? Of course it has punch—as a piece of nervous, forceful writing. But copy must have that specialized punch known as Salespunch. There's one cardinal sales argument that the facts channel for each piece of copy. A score of directions for it: granted. But only one argument. And without that argument there's no swift-flowing current to the advertisement. The "literary" paddle too often merely roils up the shallows.

"Well, now that I've borne with your dogma thus far," you explode, "what's the answer? Got a remedy?"

Not exactly. But I believe there are literary men who can make bang-up copy writers; and I believe there's a way to tell the dynamo from the dud. Incidentally, don't make the mistake of hailing the literary man as a salesman because he can sell himself to you. Even when there's nothing else in the world he can sell, he'll not fall down on that assignment. But what you must do is comb his work for the *literary equivalent of Salespunch* it may contain.

Does that sound nonsensical? Think it over. Novel, essay, poem—each must have one cardinal argument channeled by the material, else it will miss its mark. That's not so different from advertising copy, is it? And the pace and tenacity displayed in hewing to this line, the salespunch unity of the idea, are just so many fibers of the divining rod you're being privileged to brandish over

More Than One Half Million Wisconsin Readers Every Day

In Milwaukee, One Paper Does the Work

The JOURNAL - 17,539,375 lines

Second Paper - - - 7,301,847 lines

Third Paper - - - 7,290,613 lines

IN 1925, The MILWAUKEE JOURNAL printed 10,237,528 more lines of paid advertising than the second paper, 10,248,762 more lines than the third paper, and 2,946,915 more lines than the other two papers combined!

The Milwaukee Journal

FIRST—by Merit

HARRY J. GRANT

Publisher

R. A. TURNQUIST

Advertising Manager

O'MARA & ORMSBEE, Incorporated

National Representatives

NEW YORK

CHICAGO

DETROIT

SAN FRANCISCO

Covers More Than 80 Per Cent of Milwaukee Homes

the literary man's potential copy-hood. Nor do you need to read much of his stuff. Qualities that illuminate for you the novel or the poem will inform the paragraph or the verse. Suppose you encountered, for example, the following stanza in a candidate's portfolio:

The swarthy bee is a buccaneer,
A burly velveted rover;
He loves the booming wind in his ear
As he sails the seas of clover.

Not every business man, and not every poet either, knows that the author of those lines did, some years ago, present himself as a candidate for a copy job, and did write copy for a well-known agency. Would you have taken him on the strength of the lines quoted? Would you have felt that they held literary salespunch? Could you indeed have escaped the conviction that that stanza is actually a perfect advertisement—the finest advertisement for the bee ever written or conceived?

That poet had latent but unmistakable commercial salespunch. He proved it in his famous "Vision of Better Roads" written for Tarvia—than which perhaps no advertisement ever penned fuses more deftly sheer literature with mere commerce. Do you remember it? May I quote a few lines:

What did the teamster see
In old days, driving his heavy loads
From farm to town, over hills and
prairies,
Through mud and flood and storm and
washout,
By wood-roads and highroads and the
great National Highways from
State to State,
His strong horses straining and sweat-
ing through dust or mire—
What did that hardy teamster see
On those long, hard roads behind his
laboring team?
Across the years he saw a vision,
Prophetic, happy, haunting and in-
spired—
A Vision of Better Roads in the days
that were to be.

Not bad copy-writing, that. And by a Literary Man! No, I'll not say who, because he's returned to his first love, Mere Literature. But his name is that of one of the first flight of living poets.

Ludwig Stein, President, House of Kuppenheimer

Ludwig Stein, vice-president of B. Kuppenheimer & Company, Chicago, makers of House of Kuppenheimer clothes, has been elected president, succeeding Louis B. Kuppenheimer, retired. Mr. Stein has been associated with the company since 1908.

B. J. Cahn, vice-president and treasurer, has been made chairman of the board of directors.

G. O. Pritchard Appointed by "The Gentlewoman"

George O. Pritchard, formerly vice-president of The Philip Ritter Company, New York, has been appointed Eastern advertising manager of *The Gentlewoman*, of that city. More recently he has been with Sackheim & Scherman, Inc., advertising agency, also of New York.

R. W. Powers, Treasurer, John O. Powers Agency

Robert W. Powers has been appointed treasurer of the John O. Powers Company, New York advertising agency. He continues as space buyer. Mr. Powers succeeds Edgar Parker, who has resigned as vice-president, treasurer and a director.

Leo Ogden, Vice-President, Oxweld Acetylene

Leo Ogden, who has been general sales manager of the Oxweld Acetylene Company, New York, has been made vice-president. He is succeeded as general sales manager by J. N. Walker, who was Eastern department sales manager.

Don C. Seitz Joins "The Outlook"

Don C. Seitz has severed his connection with the *New York World* as business manager to become a director and associate editor of *The Outlook*, New York. He had been with the *World* for more than thirty years.

C. R. Marshall Joins N. W. Ayer

Charles R. Marshall has become associated with the Boston office of N. W. Ayer & Son as an account executive. He was formerly with Wm. R. Marshall & Son, food brokers, Boston.

Stanley Tool Works Appoints Blackman Agency

The Stanley Works, New Britain, Conn., manufacturer of Stanley tools and hardware, has placed its advertising account with The Blackman Company, New York.

In 1925
The Providence Journal
and
The Evening Bulletin
printed
23,612,919 lines
of paid advertising

This is a gain of 654,540 lines over 1924, the best previous record. Year after year these newspapers have made a steady gain in advertising patronage — because they produce results.

The reader confidence and circulation dominance of these publications make them valuable mediums for advertisers.

Circulation
104,242
Net Paid

23c
a line
Flat Rate

Providence Journal Company
Providence, R. I.

Representatives

CHAS. H. EDDY CO.

Boston

New York

Chicago

R. J. BIDWELL CO.

Los Angeles

San Francisco

Home Delivered

(That's where

IN less than two years the Herald and Examiner has increased its week day home delivered circulation from

Chicago Herald

NEW YORK: 1834 Broadway

BOSTON

in Square

ved Circulation

her counts most)

less than 25,000 to
more than 90,000.
Nowhere else is
circulation so valu-
able as it is in the
home.

and Examiner

BOSTON
9 Square

SAN FRANCISCO: Monadnock Bldg.

THE 50TH ANNIVERSARY OF THE CHICAGO DAILY NEWS

FOUNDED fifty years ago, when Chicago was rising from the ruins and ashes of the Great Fire of 1871, The Chicago Daily News has measured its own growth by that of the city of which it has been a part. Stride for stride it has marched abreast of the industries, the commerce, the influx of capital and the growing population which has made Chicago the Fourth City of the World.

The Chicago Daily News has held consistently to its original purpose to publish a good newspaper, sincere in its convictions, enterprising in its news-gathering, and independent in its advocacy of all that best serves the public interest. It aims to print only true news—clean news. Its practice is to exclude from its columns all advertising that does not tell the truth.

Its editorial policy is based on a full recognition and acceptance of a moral responsibility to all the people, irrespective of racial, political, religious and industrial distinctions. While always giving in full measure news, entertaining features and special articles suited to the tastes of every type of reader, The Daily News takes special pride in reflecting and promoting those new and joyous aspects of life that are instinct with youth and youth's progressive purposes.

Under these convictions and policies of administration The Chicago Daily News has steadily developed as an institution of ever broadening public service. The public has rewarded it with its confidence and an increasing measure of support in both circulation and advertising. Its circulation at the end of its first year, 1876, was approximately 10,000. Its daily average for the year 1925 was approximately 400,000 concentrated to the extent of 94 per cent in Chicago and its suburbs, distributed wherever Chicago citizens build their homes.

Because of the generous confidence and support of its readers The Chicago Daily News ranks among Chicago daily newspapers as the leading advertising medium of Chicago merchants and Chicago business interests generally.

THE CHICAGO DAILY NEWS

First in Chicago

*In 1925 The Chicago Daily News was the only daily newspaper in Chicago to publish over 20 million agate lines of advertising (the exact figure is 20,483,166), and was the only Chicago daily newspaper to publish over 1 million separate "want-ads" (the exact figure was 1,001,598). It is of added interest to advertisers that the 1925 figures show a gain of 899,796 agate lines over 1924 and 72,162 more "want-ads" than in 1924.

Figures furnished by the Advertising Record Co., an independent audit bureau maintained by all Chicago newspapers.

This Manufacturer Teaches His Industrial Salesmen by Mail

Instruction Course Covering Uses of Portable Elevator Takes Place of Sales Convention

By E. J. Heimer

Secretary, Barrett-Cravens Company

RECENTLY, our firm put out a new governor-controlled, portable elevator with enclosed gears. This is a piece of lifting machinery which can be moved from place to place as required. Inasmuch as it is rarely standard in construction, it presented a selling problem almost as complicated as the article itself.

As designing and manufacturing engineers, we could readily appreciate that the elevator, to be an outstanding success, must be built, in nearly every case, to conform to conditions existing in the plant where it was wanted. We could hardly expect to have these conditions conform themselves to the product.

But making a thing, or being able to make it, is not selling it. Here, we encountered a question that every manufacturer of industrial equipment has to meet sooner or later. Merchandise of this type has to be sold largely through personal contact. Necessarily, the man selling it has to know a great many details about application and pricing.

It is possible, of course, for a salesman to know so much about the technical make-up of a machine that his selling sense is not so sharp. There is no longer any argument about whether a machinery salesman should combine selling ability with technical knowledge of his product. But there probably always will be some discussion as to the relative importance of the two. Some sales managers declare, and with a considerable show of reason, that a man may know so much about his product that he cannot sell it resultfully.

However, there can be no possible objection advanced to the as-

sertion that a salesman should at least be able to give an intelligent and accurate answer to the prospective customer's inquiry as to how much an article will cost him.

Naturally enough, we sent our salesmen price lists containing all the figures they would need accurately to inform a customer how much any kind or size of portable elevator installation would cost. But this was not enough. We had to make sure that our men were well enough acquainted with the general subject of portable elevators to use this list in the right way. Moreover, it was needful that the men should know certain underlying principles having to do with application and installation. Otherwise, there would be much annoying and expensive delay before the new product could be put profitably and properly before the trade.

To call all the men in for a general sales meeting and personally teach them portable elevators was out of the question. Such a procedure would be expensive in direct cost and would involve even a greater outlay indirectly because of the business that would be sacrificed while the convention was being held. We felt we could not afford to wait for a meeting that might be called at the first of the year, as much valuable selling time would thus be sacrificed.

Could we give the salesmen the necessary data in a long letter of perhaps twelve or fifteen pages? Possibly; and the salesman most likely would read it. But we could have no assurance that our presentation would be emphatic enough to make it register upon the salesman's mind in a constructive way.

We finally decided upon a correspondence course. Two portable

elevator authorities prepared four lessons which would give the salesman the fundamentals of application and pricing with which he could not do without.

Each salesman was sent a complete collection of portable elevator data covering every detail that it was necessary for him to know. The questions making up the four lessons in the course were designed so as to take in every price table and data sheet. To answer them, the salesman would have to read all this material at least once. By the time he got through the four lessons it was very likely that he would have had to read all the way through the material from four to six or more times.

In each lesson, certain specific questions were asked and the salesman was required to write answers. Thus, the lessons performed the double function of compelling the man to read the instruction material and impressing it on his mind through requiring answers to the questions.

MAKING THE PRICE LIST SIMPLE

The first step in the course was to make sure the salesmen would have an intimate working acquaintance with the price list. We tried to make the price list as simple as possible by going to the absolute limit in keeping out such technical features as were not essential. But even at that it was and is rather a forbidding proposition that the salesmen could not be expected to tackle for purposes of entertainment. The book was mailed to the men with full knowledge of the probability that human nature would assert itself more or less and that a study of the important data would, in some cases, be deferred.

We therefore made the first lesson apply specifically to the price list. Answers to all the questions asked were to be found in the price list. In writing down his replies, the salesman did not have to be original. All he needed to do was to refer to the book. If he did this properly, he could be sure of getting a high mark. Also, when he got through the lesson, he would

not be a stranger to the various price tables.

To give an idea as to just how we built and handled the course, I am going to present here the entire first lesson. The questions follow:

What is the selling price of a hand operated Barrett Portable Elevator of 650-pound capacity and with a nine-foot overall height?

- (a) What are the dimensions:
Lifting height
Hinge height
Base dimensions
Platform dimensions

What is the price of a hand operated Barrett Portable Elevator of 1,500 pounds capacity and with a fourteen foot overall height?

- (a) What are the dimensions:
Lifting height
Hinge height
Base dimensions
Platform dimensions

(b) What is the speed when equipped with a two HP motor?

The price?

What is the price of a hand operated Barrett Portable Elevator of 1,000 pounds capacity with a twelve-foot overall height and a platform thirty inches long and forty-two inches wide?

- (a) What are the dimensions:
Lifting height
Hinge height
Base dimensions

What is the price of a Barrett Portable Elevator hand operated of 1,000 pounds capacity with a twelve-foot overall height and a platform thirty inches long and forty-two inches wide?

- (a) What are the dimensions:
Lifting height
Hinge height
Base dimensions

What is the price of a hand operated Barrett Portable Elevator, Telescopic type of 2,000-pound capacity and a collapsed height of nine feet?

- (a) What are the dimensions:
Lifting height
Overall height
Platform dimensions
Base dimensions
Speed

(b) Show step by step just how you arrived at the selling price.

Table	\$
Table	\$
Table	\$

Price \$

(c) How much will it cost to equip this machine with a one HP Motor?

and what will the speed be?

What is the price of a hand operated Barrett Portable Elevator of 1,000-pound capacity telescopic type and with a collapsed height of six feet, six inches.

- (a) What are the dimensions:
Overall height
Lifting height
Base dimensions
Platform dimensions
Speed

(b) How high are the lifting forks when in the lowered position?

How high are they on a 650-pound capacity machine when in the lowered position? 3,000-pound capacity?

The difference between the lifting and overall height of a 650-pound Barrett Portable Elevator is twenty inches—see Table "A"—when the platform is a standard length or width. Would this twenty-inch dimension differ if the same machine is equipped with a platform forty-eight inches long? And how much?

(a) Explain why.

(b) How much extra would the price be?

What information regarding motor and electrical current must accompany all orders for electrically operated Barrett Portable Elevators?

How many feet of electrical cable is included with each electrically operated elevator as standard equipment?

(a) What is the cost of additional footage?

What code word could you use in wiring in an order for a standard hand operated 3,000-pound Barrett Portable Elevators possessing a twelve-foot overall height?

Signed

The questions were sent to the salesmen on multigraphed forms. There was space enough after each query for the man to write in his reply. The salesman was told that the quiz should be returned within three days, with his answers worked out upon it.

After being graded, the quiz was mailed back to the salesman together with a multigraphed answer sheet. This latter, in addition to giving the correct replies to the questions, contained references to the various portions of the price lists where the answers could be found.

With the broad foundations, involving knowledge of the price list thus laid, we next sent out Lesson No. 2. This, following through on the idea started in Lesson No. 1, pointed out the possible combinations of prices and construction and required that the men work out actual installation problems. Here, it will be readily seen, we started to acquaint the men with the technicalities of the merchandise itself—to teach them enough about it so that they could talk to a prospect with a reasonable degree of intelligence.

Three actual problems were given. One was that of a spark plug company which required a hand-operated portable elevator to pile boxes weighing 800 pounds

each. The lesson set forth the size of the boxes, the shape and size of the piles which the company desired to build, the height of the ceiling in the warehouse and the lowest obstruction under which the elevator would have to pass. The men were required to specify an elevator for this job, giving complete specifications covering capacity, overall height, lifting height, platform and base dimensions, speed and the type of platform that would be needed.

Another question called for a price on the job and required that the salesman show step by step how he arrived at the price.

The second lesson was different from the first in that it required a great deal of concentration. The men did not have to guess. Full information bearing upon every point brought out was in the portable elevator data which we supplied them. But they had to study industriously before they could give the answer—which, of course, was just what we wanted.

With each man's paper, properly graded, went back another multigraphed answer sheet with the problems fully worked out. Thus, he could compare his work with ours and see exactly where he fell down, if at all.

THIRD LESSON WAS INTRICATE

By this time, it was concluded that the salesman could hardly escape knowing something about portable elevators. Accordingly, the third lesson was more intricate. This outlined the need of a distributor for a talking machine company which occupied a three-story building with a basement. All the dimensions and specifications were given and it was shown that the company, being cramped for space, had found it necessary to pile its stock as close to the ceiling as possible. For this purpose, a hand-operated elevator, of a rather economical type, that could be used on all three floors and in the basement, was required. The salesman was asked to recommend such an installation and to give the prices in detail. He was called upon further to recommend how many

boxes should be handled at one time and to show how many boxes he would be able to pile on each floor and in the basement.

In the fourth lesson, we set forth the case of a Chicago packing firm which sends, by truck, small boxes of smoked meats from the plant to the smokehouse, a distance of about two miles. To eliminate unnecessary handling, the firm wanted to ship the boxes of meat back and forth on lift-truck platforms.

Outlining this proposition in the quiz, we told the salesmen that the projected plan appeared impracticable inasmuch as the company had no loading platform at the smokehouse. Complete details were given, including all measurements in feet and inches, and the salesmen were asked to recommend the proper type of equipment to remedy the condition.

The closing questions in the quiz are interesting because they reveal how we insist on the salesmen knowing each prospect thoroughly. They follow:

What kind of wheels would you recommend for this Barrett Portable Elevator quoting the price for same?

Our elevators are painted red. Would you paint this machine red? If not, what color and approximately how much extra would you charge?

How much money will they save when using an elevator to fill all the fourth and fifth high crypts, as compared to hand labor?

Give three reasons why the Barrett Portable Elevator is better suited for this work than any other make elevator.

Actual installations being involved, it was necessary to give the men more than a mere explanation of how the installation was to be made. Along with the answer sheet, therefore, was sent a blueprint showing every phase of the job.

Each lesson, as it was mailed to the salesman, was accompanied by a letter signed by the president of our firm. He set forth the essential nature of the lessons and insisted that every man do his very best to answer the queries. Any salesman who had not sent his lesson back within a week was telegraphed and urged to respond immediately.

Once a week, a bulletin was sent

out, giving the grades the men had made on the preceding lesson. This supplied an incentive for each man to get good grades and thus have a high standing among his associates.

The strength of the system, as I see it, is that it makes certain that the men will study the descriptive matter and the price lists. Many salesmen could be expected to do this as a matter of interest and from a standpoint of conscientious endeavor. Inspirational messages probably could help also in inducing them to put in the required amount of study. But every sales manager sends out material of this kind to his men with more or less misgivings. He wants them to read it, knows they ought to read it and probably believes they will. When, however, he obliges his men to stand for a written examination, he has to guess no longer. He knows the reading will be done.

It is by no means a simple matter to outline a course of this kind. The questions have to be carefully thought through so as to require study of the price lists and other instructive data on a progressive basis. But the results are more than worth while.

Macfadden Buys Interest in Philadelphia "News"

Bernarr Macfadden is head of a new company, Macfadden Newspapers, Inc., which has taken over publication of the Philadelphia *Daily News*. There have been no changes made in the staff of the paper and the former owners retain their interests. It is planned to develop the *Daily News* along the lines of the New York *Evening Graphic*.

New Accounts for Williams & Cunnyngnam

Fallis Incorporated, Cincinnati, maker of Peter Pan cosmetics; the Diamond Crystal Salt Company, St. Clair, Mich., and the Buckeye Aluminum Company, Wooster, Ohio, manufacturer of kitchen utensils, have placed their advertising accounts with Williams & Cunnyngnam, Inc., Chicago advertising agency.

J. R. Crawford Leaves National Carbon

J. R. Crawford has resigned as general sales manager of the National Carbon Company, New York.



Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin

PHILADELPHIA'S NEWSPAPER

520,072 copies a day

Net paid average circulation for six months ending September 30, 1925

The circulation of The Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

*1925 was the greatest year
in the history of the*

NEW YORK JOURNAL

During the year of 1925 the New York Evening Journal broke all previous lineage records by printing over

**15,050,000 lines
of paid display advertising**

This is the largest volume ever printed by the New York Evening Journal, exceeding the previous record-breaking volume by a

gain of 495,000 lines

In carrying successfully a large part of the selling burden for all types of businesses in New York the 1925 leadership of the Evening Journal is noteworthy.

NEW YORK EVENING

America's largest evening newspaper circulation—and at 3c a

For 12 consecutive years the
New York Evening Journal
*has printed more advertising than
any other New York evening paper*

Year after year, for the past twelve years the New York Evening Journal has maintained leadership in volume of paid advertising printed. For 1925 it leads the next New York evening paper by about

350,000 lines

The reason for this outstanding preference among advertisers for the New York Evening Journal is the largest and most responsive evening circulation in America.

The average daily net paid circulation of the New York Evening Journal for November was

682,313 and at 3c a copy

For 27 consecutive years the New York Evening Journal has maintained the largest evening circulation in America. Nearly half of all the people who buy any New York evening newspaper buy the New York Evening Journal.

VENING JOURNAL

Double the circulation of any other New York evening paper

Plenty of rain!



following 2 prosperous years indicates a bright future for 1926 ~



OKLAHOMA farmers planted the largest wheat acreage this Fall since 1921. During both the planting time and the two months following, rain was the guest of honor. These two favorable conditions—large wheat acreage and plenty of rain—point to a bumper wheat crop for Oklahoma in 1926. When you consider that Oklahoma farm folks have had big cash crops for the past two years, there is every reason to expect that they will continue to be big buyers during 1926! You can advertise to these prosperous farmers economically through Oklahoma's *only* farm paper, the Oklahoma Farmer-Stockman.

Carl Williams
Editor

**The OKLAHOMA
FARMER-STOCKMAN**

Ralph Miller
Adv. Mgr.

Oklahoma City

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Detroit Kansas City Atlanta San Francisco

Trade Commission Urged to Amend Complaint in Advertising Case

Details of Proposed Amended Complaint of Federal Trade Commission Against American Association of Advertising Agencies and Others

*Washington Bureau
of PRINTERS' INK*

THAT the Federal Trade Commission will amend its complaint against the American Association of Advertising Agencies, the American Press Association, and the Southern Newspaper Publishers Association, to include the Six Point League and the American Newspaper Publishers Association, there now seems little doubt. In the great majority of its cases, the Commission has acted on the advice of its legal department, and, at a special session held recently, the Commission was not only advised but urged by its general counsel to issue an amended complaint.

The original complaint in this case was dated December 17, 1924, and was reprinted in large part in this publication. In November, 1925, hearings were held on the motions to amend and dismiss, and were fully reported in *PRINTERS' INK* of December 3.

In the charge against the American Association of Advertising Agencies in the proposed amended complaint, the organization and its activities are not so specifically defined. The same officials and members of the Executive Board are named.

In its inclusion of the Six Point League as a respondent, the proposed amended complaint states that the organization is a voluntary, unincorporated association of about fifty individuals, partnerships and corporations, comprising the majority and most of the principal concerns engaged, in the City of New York, in commerce between various States on behalf of about 1,400 newspaper publishers, and continues:

"Respondents Joseph F. Finley, F. P. Motz, W. D. Ward, and M. P. Linn are, respectively, the president, vice-president, treasurer and secretary. Respondents

John Budd, H. G. Halsted, A. W. Howland, M. D. Hunton, Geo. R. Katz, W. H. Lawrence, Ralph R. Mulligan, John O'Mara, F. St. J. Richards and Geo. A. Riley are members of the Executive Committee of the said league, together constituting the said Executive Committee. Said committee conducts and administers and aids aforesaid officers in conducting and administering the activities and affairs of said league. The members of said league are more than fifty in number, which number varies from time to time by the dropping out of the old and the addition of new members, so that it is impracticable at any given time to name as parties and bring before the Commission herein each and all the members of said league without manifest inconvenience and delay, wherefore, the officers of said league hereinabove named, as parties respondent individually and as such officers are now here made parties respondent as representing each and all the members of said league."

THE A. N. P. A. DEFINED

The American Newspaper Publishers Association is described as a corporation organized under the laws of the State of New York, with its principal office and place of business in the City of New York, in which various individuals, partnerships and corporations engaged in the publication of newspapers in various cities and towns in all parts of the United States and Canada hold membership. The proposed amended complaint also states that the newspapers published respectively by the members of the association are distributed and sold and circulated by them in the States in which they are published and in many instances in neighboring States, and to some

extent in other States and foreign countries.

By again citing the Southern Newspaper Publishers Association, the amended complaint shows unmistakably that the legal department of the Federal Trade Commission does not believe that the arguments presented by the association at the last hearing justify a dismissal on the grounds of lack of jurisdiction. The proposed amended complaint revises the list of officers and directors, naming Walter C. Johnson, W. L. Morgan, individually and as president and secretary, respectively, of said association; and Victor Hanson, J. S. Parks, Frank B. Shutts, John A. Brice, H. Giovannoli, A. G. Newmyer, Frederick Sullens, John A. Park, E. K. Gaylord, Robert Lathan, C. P. J. Mooney, M. E. Foster, M. K. Duerson, W. Guy Tetrick, individually and as directors of said association.

COMMISSION HAS STUDIED AGENCIES

The wording of paragraphs two and three, which describe the business carried on by advertising agencies, is considerably changed in the proposed new complaint. These paragraphs plainly show that the legal department of the Commission has learned a great deal about the activities of agencies from the recent hearings. And while the descriptions cover the same ground, they are more specific and understandable.

In dealing with the American Press Association and the Six Point League, paragraph four sets forth that these organizations are engaged, among other things, in soliciting from and negotiating and dealing with national advertisers, and agencies representing national advertisers, national advertising to be inserted in newspapers published at various points throughout the United States, and continues:

"The said respondents, and others similarly engaged, are known as and are herein designated special representatives. In above-named activities, the special representatives act as agents for and receive remuneration from the publishers of said newspapers.

Said publishers are about 9,400 in number and are severally engaged in the publication of their said newspapers in cities and towns in practically every State of the United States. Said newspapers are circulated by their publishers in the States wherein they are published, and in many instances, in other States, and in the aggregate are so circulated in practically every State of the United States. Respondent special representatives, at their respective principal offices in the City of New York, State of New York, procure through and from respondent and other agencies, located in various States of the United States, practically all the national advertising which they so supply to said publishers. Respondent American Press Association procures from the agencies the type-parts which are to be used in the printing of said national advertising, and deposits for transportation and causes said type-parts to be transported to the publishers of said newspapers at their respective points of location throughout the United States; and is also engaged in the publication of a monthly trade periodical devoted to the publishing and advertising business, which said trade journal circulates among publishers, including respondent publishers, advertising agencies, including respondent agencies and special representatives throughout the United States."

In explaining the net and gross rates charged by the newspapers, and in setting forth how the agencies are remunerated as well as the services they render, the amended complaint follows very closely the wording of the original. In its direct charges, however, in naming the ends attempted through the alleged unlawful combination and conspiracy of the respondents, the amended complaint carries the following three additional paragraphs:

"That direct advertisers be prevented from obtaining national advertising at less than gross rates, and that all national advertisers be constrained to employ respondent agencies or such other

In School Advertising First for Ten Years

In 1925—for the tenth consecutive year—Vogue led all other mediums in resident school advertising by a wide margin.

In these ten years the private schools have used

661,633 lines in Vogue
404,030 lines in Harper's Magazine
401,981 lines in Cosmopolitan
378,421 lines in Harper's Bazar

Nothing but results—in traceable enrollments produced by the advertising—can account for such consistent leadership. The most desirable patronage of the private schools comes out of the homes that Vogue goes into.

This ten years' experience of Vogue's school advertisers carries a wealth of meaning for every advertiser in the quality field.

VOGUE

One of the Condé Nast Group
All members of the Audit Bureau of Circulations

agencies as agree uniformly to receive, and actually do receive as their minimum remuneration for their activities in interstate commerce described in Paragraph Three hereof the standard trade differential of 15 per cent.

"That publishers be constrained to charge gross rates, and to refuse to charge less than gross rates, to direct advertisers, and be constrained not to charge less than gross rates to anyone except advertising agencies that agree uniformly to receive, and actually do receive, as their minimum remuneration for their activities in interstate commerce described in Paragraph Three hereof, the standard trade differential of 15 per cent, and

"That advertising agencies that accept for their remuneration for their activities in interstate commerce, described in Paragraph Three hereof, less than said standard trade differential, be eliminated from competition, and that the activities in interstate commerce described in Paragraph Three hereof be restricted to, and monopolized by, such advertising agencies as agree uniformly to receive, and actually do receive, said standard trade differential as their minimum remuneration for their said activities."

The new complaint then covers all of the ground of the original in specifying the means utilized to carry out and effectuate the combination and conspiracy and its purposes, with the addition of a paragraph which charges that the agency association governs the requirements for admission to membership by a declaration of its by-laws that "no agency shall be admitted to membership which handles business for any one or more of its clients at less than established card rates, or which does not uniformly receive the standard trade differential of 15 per cent as a minimum without direct or indirect rebating." This paragraph also charges that the practice named disqualifies any agency which departs from the standard trade differential.

The charges against the American Press Association follow those

of the original with the addition of two which state that the association co-operates closely with other respondents in carrying out the combination and conspiracy, and causes the publishers for whom it contracts as regards its activities in national advertising, to pledge themselves that all quotations made by them direct to advertising agencies shall be subject to the standard trade differential which they are required to authorize the said corporation respondent to quote to advertising agencies.

In regard to the Six Point League, its officers, committees and members, the new proposed complaint makes the following charges:

Hold frequent meetings with the Newspaper Committee of the respondent agency association; discuss and co-operate with the agency association on the matter of the elimination of rebating from the standard trade differential.

Passed a resolution that the members of the Six Point League recommend to the newspapers for which they respectively act as special representatives, that such newspapers adhere to the principles of agency recognition established by the respondent American Newspaper Publishers' Association; adopted the necessary steps so that any advertising agency which has not applied for such recognition receives no consideration by the members of the League; employs a Recognition Committee to effect the said results.

Insist that the advertising agencies, with which members of the said League do business, shall not cut, or rebate from the said standard agency differential in favor of any advertiser.

Furnish to the agency association a list of the newspapers which they represent, stating the policy followed by each such newspaper as to publishing the advertising of certain named direct advertisers, and as to receiving business from a named unrecognized agency and furnish also information concerning agencies known as "house agencies," controlled, confidentially or otherwise, by direct advertisers for use by the said agency association in carrying out the activities of the agency association in this paragraph above outlined.

Have sought and obtained the co-operation of the agency association to the end that the standard trade differential be allowed only to such agencies as are recognized by the newspaper publishers' association, and that newspapers which refused to grant concessions from the aforesaid gross rates to direct advertisers should receive from the agencies a preference in the placing of national advertising.

Have assisted the agency association
(Continued on page 33)

Isn't It Different Today?



If you want to get an idea as to how times have changed, think back to your own boyhood and youth and recollect how much YOU had to say about the family purchases.

If you have children today, think of their influence in YOUR purchases. Isn't it different than in the days when you were a boy?

Every year two million modern youngsters enter the buying class; their influence must be considered seriously.

TRUE STORY doesn't claim a youthful market, except in the sense that it goes into homes where there are young people. And, for the most part, the young people in these homes are wage earners; their influence is therefore so much the greater.

And there is no medium through which you may touch these homes so closely as you may through TRUE STORY.

Certainly there is no medium through which you may reach as MANY such homes, because there is no other that sells more than two million copies on the newsstands of America.

We call TRUE STORY'S circulation "The Necessary Two Million+" because there are certain aspects of it which you cannot duplicate in any other magazine—and these aspects are necessary to the advertiser who would reach his greatest potential market.

True Story

"The Necessary Two Million+"

"GREATEST COVERAGE—LOWEST COST"

Not Merely One—

The five leaders, advertising fountain pens and pencils, are using the sixteen magazines which compose the ALL-FICTION FIELD.

They are reaching an audience of 13,000,000 readers of these magazines at a rate which is the lowest in the periodical field.

Look at these rates! See how low they are in comparison with others!

	<i>Rate Per Page</i>	<i>Rate Per Page Per Thousand</i>
Black and White...	\$3400	\$1.32
Two Color Inserts..	4500	1.74
Four Color Inserts..	6500	2.52

Circulation 2,575,000

All-Fiction Field

Magazines of Clean Fiction

The Five Best

Here they are!

Parker Pen Company
W. A. Sheaffer Pen Co.
The Wahl Company
C. H. Ingersoll Pen Co.
L. E. Waterman Co.

We're proud of them.

The Sheaffer Pen Company has this to say about the dealer and consumer influence of the ALL-FICTION FIELD:

"All-Fiction is only group used continuously for five years and produces greatest returns from both dealer and consumer prospects."

All-Fiction Field

Read by Everybody—Everywhere

TWICE AS MUCH LINEAGE
FOR 1926 ORDERED NOW
THAN SCHEDULED AT THIS
TIME LAST YEAR FOR
1925. WHY NOT LEARN
THE REASON?

700,000 NET PAID

BETTER HOMES and GARDENS

E. T. MEREDITH
PUBLISHER

DES MOINES
IOWA

in the preparation of the lists of newspaper publishers hereinbefore in this paragraph described.

Use other co-operative means to carry out and effectuate said combination and its purposes.

The list of charges against the American Newspaper Publishers Association, in the proposed amended complaint, is as follows:

(a) In annual convention endorses the activities of the advertising agencies and passes resolutions approving and endorsing the aforesaid agency system of remuneration, opposing any modification or alteration therein, and declaring that the splitting of the standard agency differential directly or indirectly by any agency is immoral and should not be permitted to continue.

(b) Issues a series of bulletins to its members carrying propaganda against direct advertisers who place, and against newspaper publishers who receive, direct advertising at less than gross rates, and recounting and approving action taken by individuals and organizations for the maintenance of the aforesaid standard trade differential, and agency commission system, mentioning in said bulletins the names of certain direct advertisers.

(c) Makes, subject to modification by it from time to time, a list of agencies known as agencies recognized by the said American Newspaper Publishers' Association, for the purpose, among other purposes, of aiding in carrying out the aforesaid combination and conspiracy, and for the purpose of limiting to the agencies so recognized, the benefit of the net rates and the standard trade differential.

(d) Sends its list of recognized agencies to other respondents for their information, use and guidance, and furnishes said list to its members for their use, to the end that the said combination and conspiracy and its objects be carried into effect.

(e) Co-operates closely with other respondents and their committees for the purpose of maintaining the said standard trade differential and for preventing direct advertising at less than gross rates.

(f) Co-operates with the agency association in securing information as to direct advertisers and as to said described house agencies, in order that direct advertisers shall not directly or indirectly obtain less than gross rates, and in order that house agencies shall be eliminated from competition.

(g) Notifies its member newspapers of national advertisers who try to obtain less than gross rates, so that the member newspapers may be induced to refuse to grant less than gross rates and may be induced to adhere to the standard trade differential and to eliminate house agencies from competition.

(h) Uses other co-operative means to carry out and effectuate said combination and conspiracy and its above-described purposes.

The Southern Newspaper Pub-

lishers' Association and its members are charged with all of the conspiracies and illegal methods included in the original complaint, with the addition of condemning the splitting of agencies' standard trade differential with the advertiser in any form, directly or indirectly, as unethical and destructive, and the following:

Furnish a list of recognized advertising agencies therein designated as being agencies recommended to publisher members and urge each member to pledge not to grant, or allow his special representative to grant recognition or the standard trade differential to any agencies not recognized by the said association, and omit from the said list all agencies that cut or divide or share the standard trade differential directly or indirectly with an advertiser, and declare that any recognized agency that is guilty of rate cutting invites the withdrawal of recognition and the standard trade differential.

In naming the effects of the combination, conspiracy and acts which it charges on the part of the respondents, the amended complaint lists the effects as follows:

(1) To regulate in part the business of national advertisers by constraining them to employ respondent agencies and other agencies, which maintain said standard trade differential as their minimum rate of remuneration for engaging, on behalf of said national advertisers, in the activities and commerce between various States or throughout the United States, described in Paragraph Three hereof, and by hindering and preventing said advertisers from themselves engaging in said activities, and from employing agencies charging for said activities less than the standard trade differential or in the alternative, constraining said national advertisers to pay for direct advertising at aforesaid gross rates and in addition thereto to engage in said activities at their own cost and expense. To lessen, hinder and obstruct the competition in interstate commerce of such national advertisers as do not employ agencies that maintain the standard trade differential.

(2) To regulate the publication by newspapers of national advertising in interstate commerce and to restrict such national advertising to newspapers throughout the United States selected and approved by respondents; to constrain newspaper publishers throughout the United States to charge for the publication in interstate commerce of such national advertising at aforesaid gross rates; to hamper and obstruct the circulation, distribution and sale in interstate commerce of those newspapers whose publishers accept and publish the national advertising of direct advertisers

and of national advertisers that employ agencies not adhering to the standard trade differential.

(3) To regulate the business of advertising agencies throughout the United States by preventing them from engaging in their activities in interstate commerce as described in Paragraph Three hereof, except upon terms prescribed by respondents, and by enforcing the standard trade differential as the minimum price for their said activities hinder, obstruct and substantially lessen competition, and particularly competition in price, among agencies engaged in interstate commerce as aforesaid; to prevent national advertisers, by establishing advertising departments or said described house agencies, from themselves engaging in the activities described in said Paragraph Three.

(4) To deprive the public of the benefits of free competition, and particularly of competition in price, between agencies; to enhance the cost of national advertising in newspapers, and thereby to increase the cost of the distribution of goods, wares and merchandise sold in interstate commerce by means, in whole or in part, of national advertising, and thereby to enhance the cost to the public of goods, wares and merchandise nationally advertised in newspapers.

All of these alleged acts and practices are held to be to the prejudice of the public and to constitute unfair methods of competition in commerce, within the intent and meaning of section 5, of the Federal Trade Commission Act. While this amended complaint is still undated and lacks the confirmation of the Federal Trade Commission, it is of value and importance in indicating the unmistakable opinions of the legal department of the Commission, and unless all signs fail, it will soon be officially issued, with or without slight alterations, as an official amended complaint.

Investment Account for San Francisco Agency

George D. Roberts & Company, Inc., San Francisco, investments, has appointed Norman F. D'Evelyn, advertising agency of that city, to direct its advertising account.

Brush Account for M. P. Gould Agency

The Lufrie Company, Inc., New York, brushes, has appointed the M. P. Gould Company, New York advertising agency, to direct its advertising account.

Furniture Trade to Have Discussion on Selling Methods

Representatives of all branches of the furniture industry will meet together at Grand Rapids, Mich., from January 18 to 23. The occasion will be the third annual session of the National Retail Furniture Institute.

During this meeting there will be a thorough discussion of the many factors which influence the sale of furniture. The program has been prepared with the idea of giving dealers a comprehensive knowledge of furniture construction, such as materials, designs, finishing processes, etc., so that, in presenting a sales talk to prospects, the dealers will be able to emphasize the qualities and services of furniture.

John N. Nind, Jr., president of the Periodical Publishing Company, will preside over the opening session. The program, in part, follows:

Henry P. Williams, Williams & Cunningham, "Why and How Do Consumers Buy Furniture?"; C. J. C. Clarke will preside over a discussion on "How to Sell Various Types of Prospects"; Charles W. Mears, "The Successful Sales Formula"; W. W. Philpott, *Furniture Record*, "How Shall Furniture Stores Sell Radio?"; Tim Thrift, American Multigraph Sales Company, and Helen Koues, of *Good Housekeeping*.

A number of the addresses will be accompanied by exhibits and demonstrations with the assistance of the Mohawk Carpet Mills, Armstrong Cork Company, George W. Blabon Company and other national advertisers.

California Plumbers to Conduct Campaign

The California Sanitation Development League, an association of plumbers, will conduct an advertising campaign to acquaint the public with plumbing activities and the importance of the plumber to the community. Emil Brisacher and Staff, San Francisco advertising agency, will direct this campaign.

P. K. Murdock Appointed by Perryman Electric Company

Philip K. Murdock has been appointed foreign sales manager of the Perryman Electric Company, New York, manufacturer of radio tubes, and of the Sleeper Radio Corporation, Long Island City, N. Y., manufacturer of radio sets. Mr. Murdock's headquarters will be at New York.

Fisk Rubber Sales Increase

The Fisk Rubber Company, Chicopee Falls, Mass., reports gross sales of \$74,900,373, for the year ended October 31. This compares with sales of \$52,946,531 in 1924, and \$44,862,744 in 1923. Net profit of \$6,108,905, after charges, was reported for the fiscal year, against \$2,736,661, in 1924.

Speaking of Reader Interest

The public paid approximately three and a half million dollars* to read the Chicago Evening American during the year just closed.

CHICAGO  AMERICAN

A good newspaper

*Selling at a 50% higher price the Evening American leads the second Chicago evening newspaper in every classification of circulation—total, city, suburban and country.

November Newsprint Production

During November there was a decrease of about 10,000 tons in newsprint production in the United States and Canada when compared with the previous month, according to The News Print Service Bureau, New York. Production of newsprint in the United States in November, amounted to 130,102 tons, against 135,225 tons in October. Total production for the first eleven months of 1925 in this country was 1,388,825 tons, or 39,297 tons ahead of the same period last year.

Canadian production for the month of November, was 131,147 tons. This contrasts with 137,485 tons in October. For the year to November 30, 1,383,101 tons were made. This is 142,449 tons over the amount produced in the corresponding period last year.

The total production of newsprint in the United States and Canada during the month of November, amounted to 262,250 tons, a decrease of 10,460 tons when compared with October. Combined production for the first eleven months of 1925, was 2,771,926 tons. This compares with the combined production for the same part of 1924, of 2,590,180 tons.

New Accounts for Baltimore Agency

The Dental Laboratory Products Company, Washington, D. C., and the American Auclo Company, also of that city, have appointed The Green & Van Sant Company, Baltimore, Md., advertising agency, to direct their advertising accounts. Both of these accounts will use newspapers and direct mail.

Armstrong, Cator & Company, Baltimore, have also placed their advertising account with this agency. Business-paper and direct-mail advertising will be used.

Officers of First National Stores Elected

Augustus F. Goodwin was recently elected chairman of First National Stores, Inc., a new company formed by the merger of The Ginter Company, O'Keefe, Inc., and the John T. Connor Company.

Michael O'Keefe is president of the new company; James C. Duane, first vice-president; Martin Curry, second vice-president; James J. Curry, third vice-president; Arthur O'Keefe, clerk, and Charles F. Adams, treasurer.

H. E. Loomis Buys Control of Florida Newspaper

Horace E. Loomis, formerly business manager of the Miami, Fla., *News*, has bought a controlling interest in the Daytona Beach, Fla., *Journal*. R. H. Dunlap, who has been made business manager, and S. M. Ballard, now managing editor, were formerly with the Miami *News*.

Green, Fulton, Cunningham Add to Staff

J. Clifford Roberts, John Ward and Clarence Hatch have joined the copy staff of The Green, Fulton, Cunningham Company, Chicago advertising agency, and C. K. Priestman has been appointed production manager.

Mr. Roberts was formerly with the Chrysler Sales Corporation, Detroit, the General Motors Export Company, New York, and The Robbins & Pearson Company, Columbus advertising agency. Mr. Ward has been with the *Daily News Record* and, more recently, was with the *Journal of Commerce*, both of New York. Mr. Hatch was for three years with the Chrysler advertising department at Detroit.

Mr. Priestman has been in the printing and engraving business in and around Chicago for the last six years, coming to The Green, Fulton, Cunningham Company from the Joseph K. Arnold Company.

C. L. Wood, General Manager of Carnegie Steel Sales

Charles L. Wood has been appointed general manager of sales of the Carnegie Steel Company, Pittsburgh, Pa. He was formerly assistant to the general manager of sales, William G. Clyde, now president. Samuel R. Hoover, who was formerly Mr. Wood's assistant, has been made assistant manager of sales.

Pyrograph Sign Moves to Baltimore

The Pyrograph Advertising Sign Corporation of the United States has moved its headquarters from New York to Baltimore, Md., where a plant recently was opened. The New York office and plant will be continued.

R. H. Flaherty Joins Condé Nast Publications

Robert H. Flaherty, previously Western representative of the New York *Herald Tribune*, has joined the Condé Nast Publications, also of New York. He had been Western representative for the New York *Post*.

New Account for Hamilton Agency

The Queen Victoria Niagara Falls Park Commission has appointed the Hamilton Advertisers' Agency, Limited, Hamilton, Ont., to direct its advertising.

E. E. Laxman, President, Regan Printing Company

E. E. Laxman, formerly president and general manager of the Printing Products Corporation, Chicago, has been appointed president of the Regan Printing House of that city.

A New Advertising Achievement

33,366,494

Lines of Advertising Carried In 1925

The Detroit News

THIS great volume of advertising, we believe, is the largest published in any one year by any metropolitan newspaper in America.* At this writing figures for all the leading newspapers of the country were not available. The Detroit News, therefore, invites any newspaper that has published a greater volume of advertising lineage during 1925 to submit its records. The 1925 record of The Detroit News exceeds by 3,000,000 lines its accomplishment of a year ago, when it led the world in total advertising.

The Detroit News

"Always in the Lead"

*Miami, Florida, newspapers are excluded owing to abnormal conditions, real estate advertising comprising the greater portion of the total volume carried by them.

The Spirit of the Sun

☞ Add to the list of heroes of peacetimes the name of Albert E. Wallis—Sun Carrier.

☞ Over 60—a Sun Carrier for many years. On the morning of Christmas Eve at a time when only Sun Carriers and milkmen were abroad, he was brutally attacked by a hold-up man.

☞ Beaten down, battered about the face and head, he was carried to the hospital. As soon as his wounds were dressed, he insisted against the advice of the doctors on going back to his route and directing the delivery of his Sunpapers before being forced to go to bed.

☞ This is the spirit of the Sun carriers. An unusual occurrence, of

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he Sun Carrier—

course. Yet, day after day, carriers who put the Sunpapers at the doors of Baltimore homes cover their routes with the same spirit—Come what may, the Sunpapers must be delivered!

¶ If Elbert Hubbard were alive today to write a new "Message to Garcia"—he might go far without finding a better hero than Albert E. Wallis, Sun Carrier.

Average Net Paid Circulation for 6 Months
Ending September 30, 1925

Daily (M & E) 239,198

Sunday - - - 183,814

Everything in Baltimore Revolves Around

THE
MORNING


EVENING

SUN
SUNDAY

JOHN B. WOODWARD
Bowery Bank Bldg., 110 E. 42nd St.
New York

GUY S. OSBORN
360 N. Michigan Ave.
Chicago

BALTIMOREANS DON'T SAY "NEWSPAPER"
—THEY SAY "SUNPAPER"

Defining the Primary Textile Market

❶ The manufacturer of a branded fabric who scatters widely his selling efforts is certain to waste much ammunition, as retail outlets in this field are highly concentrated.

❷ For example, 87% of all department and dry goods stores in the United States are doing business in only 2787 urban places. The balance — 13% — are located somewhere among approximately 129,000 rural communities.

❸ Advertising designed to send consumers into these stores will be fully effective when media are selected that have a preponderance of circulation in the urban centers of population.

* * *

❹ Cosmopolitan is a primary medium for this purpose, because 89.9% of its more than 1,500,000 reader families live in the 2787 cities and towns that make up the urban market.

+-----+

*The Trading Center principle of marketing
insures economical selling efforts.
If you are interested in lower sales costs consult
a Cosmopolitan representative*

+-----+

Hearst's International

Combined with

COSMOPOLITAN

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Anthracite Operators Turn to Modern Merchandising

They Are Using Newspaper Advertising and Up-to-Date Sales Methods

By Hiram Blauvelt

Vice-President, Comfort Coal-Lumber Co., Inc.

PERHAPS no American industry has encountered a more critical period than is facing the anthracite coal industry today. Internal war, political interference, inroads of substitute fuel, public suspicion, all confront the industry as grave problems to be dealt with at once. It is quite natural, under these circumstances, that anthracite manufacturers (for they are more than operators or miners) should turn to advertising and educational merchandising for immediate relief and permanent improvement of future conditions.

The anthracite operators have not closed their eyes blindly to the strike. They are continuing their policy described on page 123 of *PRINTERS' INK* for October 1, 1925, of advertising in daily, weekly and foreign language papers in the anthracite coal region in order to reach the miners' rank and file with pertinent facts about the situation.

Hardly less unusual is the fact that the Anthracite Operators Conference should also be explaining, through paid advertisements in the newspapers of the larger cities up and down the Atlantic seaboard where anthracite is used extensively, how to burn substitute fuels, principally soft coal, which is commonly known to be a keen competitor of anthracite. In New York, at the instigation of Dr. Frank J. Monaghan, former Health Commissioner, the Anthracite Operators Conference has held a number of public demonstrations, showing how properly to burn soft coal to tide over the present strike until it is possible again to obtain anthracite. In other large cities, similar public demonstrations have also been opened up and advertised in the newspapers. Other advertisements are being run in daily

newspapers to the consuming public on kindred subjects and pertinent facts. Unfortunately, the situation has been changing so rapidly that it has not been possible to lay out a definite, well-planned campaign. Advertisements have to be made up and run hastily before conditions change, and it has not been unusual to be obliged to kill an advertisement at the last moment.

Anthracite coal has been hit by fuel oil competition. Tonnage loss through small domestic oil burners has not been appreciable and has been quickly absorbed elsewhere. Where hard coal has felt oil is in its weakest spot, namely the displacement of buckwheat coal. The years 1922, 1923, and 1924 were banner periods for oil. Oil companies were over-producing. Various favorable fuel oil contracts were to be had. In these three years, oil took away sales of 850,000 tons of buckwheat coal in New York alone from the industry.

DECIDED TO MEET COMPETITION

Since this was all tonnage that is most difficult for the anthracite industry to move and which is usually moved at a loss, if at all, the situation was of such seriousness as to demand attention. The anthracite coal industry began to wonder if it did not have just as much to sell as did oil. It found that it did, and went out to sell it.

On March 1, 1925, it organized an Anthracite Coal Service, in New York, offering "an engineering service free of charge for anthracite consumers." Armed with facts gathered from practical experience, scientific experiments and industrial power installations, young engineers were able to show,

most convincingly, data in favor of anthracite coal as against oil. I have a list before me of orders for 293,700 tons of anthracite coal that have been regained from oil and other competitive fuels through the intensive selling of these coal heating engineers, not to mention 170,000 tons won back to bituminous coal from oil.

The anthracite operators have been feeling their way. Having discovered that servicing their product is profitable, plans have already been laid to increase the personnel of these offices in the cities of Boston, Providence, Albany, Philadelphia, Baltimore, and Washington, D. C., as well as New York. Using New York as an example, there will be six, later to be increased to nine, technically, well-trained heating and combustion engineers traveling out of the city with sub-headquarters at outlying points such as Paterson, N. J., Newark, N. J., Elizabeth, N. J., Long Island, N. Y., Westchester County, N. Y. These men will be at the command of any user, domestic or industrial, who is interested in heating improvements or in meeting heating problems. Any retail coal merchant can call upon these representatives of the anthracite operators and have them, in turn, call upon those of his retail trade who are not getting the proper satisfaction out of anthracite coal.

But the finest sales organization must have leads to work on. Therefore, in conjunction with the coal service offices established in the cities mentioned above, advertisements will be run in newspapers, advising people that such a heating service is available at their beck and call. These advertisements will probably appear in preferred positions and run three times a week. All this missionary work will go on through the retail coal dealer so far as possible, so that it will put him on better terms with his trade.

Dealer helps are already available in the form of color booklets entitled: "How to Cut Heating Costs," which explain the best methods of burning the smaller,

cheaper sizes of coal, such as pea and buckwheat. Besides this, if any retailer discovers one of his customers is planning to burn oil, he has only to send the name into the Anthracite Bureau and complete data of costs and information comparative to coal will be mailed that customer immediately. Should the dealer wish it, he may then put in a call for a coal service man to call on this prospect.

WILL WORK THROUGH DEALER

The whole sales, merchandising and servicing campaign has been carefully and wisely laid out so as to produce the maximum co-operation between the advertising, the coal service staff, and the anthracite retailer. More than ever before, the anthracite operators realize that their interests and success are absolutely identical with those of the retail coal merchant. Realizing, also, how important broad and efficient channels of retail distribution are, it is the plan to work closer with retail dealers than has ever been done before, and besides this general advertising and technical staff at the dealers' disposal, the anthracite operators will embark on a program of dealer education.

Immediately after the strike began on September 1, work and research were started on a school course for retail coal merchants. Plans were laid last summer for six lectures with illustrative lantern slides. The material proved so interesting that about ten lectures have been prepared already, and the course will possibly run into a dozen illustrated lectures in all, on subjects kindred to coal mining, merchandising, burning and selling. In other words, coal will be traced from its geological origin right down to the process of production, distribution, combustion, etc., until it reaches the final ash. So far the titles include: "The Geological Formation of All Fuels," "The Burning Characteristics of Fuel," "Advantages and Limitations of Heat," "Efficiencies and Economies of Heat," "Atomic Weights," "The Products of Com-

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Where is Radio's Biggest Market?

The biggest development in the 1925-1926 radio season—the best season the industry has known—is the new importance of the small town market in the plans of radio manufacturers.

Small towns—and 70,000,000 of the 110,000,000 people in the United States live in small towns and surrounding rural districts—have not experienced the frenzied radio booms that big cities have been through. But neither have small towns the jaded appetite for radio that many big-city radio dealers complain their prospects suffer from. Price cutting and “gypping” are practically unknown in the small-town radio market. So the mere size of the small-town radio market is not its only merit.

Radio in the small towns is

having a steady and permanent growth. Hundreds of small-town radio dealers, in response to a country-wide survey made by “Radio Retailing” report big increases in business—Kansas 25%, Nebraska 15 to 50%, Washington 10 to 100%, Minnesota 50%, Arizona 25%, Louisiana 50%, California 100%, Colorado 20 to 60%, Arkansas 10 to 80%, Oregon 50%, Utah 30%, Indiana 20%.

No wonder radio manufacturers want more distributors in small towns. No wonder they are finding “Radio Retailing” useful. Because “Radio Retailing” reaches every known retailer of radio sets, parts and accessories in the small community as well as the metropolis—both the little stores and the big stores that sell radio in all trades.

More facts for the asking.

Radio Retailing

The Business Magazine of the Radio Industry

MCGRAW-HILL COMPANY

473 Tenth Avenue, New York City

**Largest total circulation—Largest paid circulation—
Largest gross advertising revenue of any trade publication
that carries radio advertising.**

bustion," "Smoke," "The Chemistry of the Furnace," "Competitive Fuels" and "Heating Appliances."

For permanent reference, all the material of the lectures will probably be left in the hands of the dealers in some sort of text book form which will be, in reality, a coal sales manual.

The anthracite operators have finally realized that coal will no longer sell itself, and that weather is an uncertain sales manager. During the past year it has been proved that anthracite has something real to sell, and can sell it. Convinced of this, the operators are now unanimously willing to spend time, energy and money in selling it.

A budget of over a quarter of a million dollars has already been voted for carrying on the work during the year of 1926. This insures salaries, office expenses and budgets for maintenance of the coal services in the seven great metropolitan anthracite centres. In addition to this, approximately \$400,000, possibly \$500,000, will be used to sell anthracite coal to the great consuming public during 1926. When it is remembered that the industry is now suffering \$70,000,000 a year loss, because of improper and inefficient merchandising of its steam sizes, including buckwheat coal, one would say that the anthracite operators have much to gain from the better advertising and better merchandising of their product. A solution of these problems was offered in an article, "Anthracite Coal — A Sick Industry," which appeared in **PRINTERS' INK** for February 14, 1924. Many of the suggestions then made have since been put into practice with success, and others today no longer seem visionary.

To be effective, any advertising campaign sponsored by the anthracite industry must be bound up with quality in coal. In the article just mentioned the idea was suggested of impartial coal inspectors to give each car of coal a certificate of quality just as grain inspectors attach such a certificate to the invoice of each car of grain.

This is gradually working, of course, to trade-marked coal, which all reliable and reputable producers may have to come to in order to protect themselves from inferior products. With the quality of coal guaranteed and advertising to explain the guarantee and the general use and domestic burning, plus highly-g geared sales organizations to service the product, educational courses for retail distributors and efficient merchandising of slow-moving sizes, the anthracite coal industry will be approaching as nearly modern business merchandising methods as are possible in any field of production or commerce today. Anthracite seems at last to be started on the right path.

W. K. Dingleline Joins Charles W. Hoyt Agency

W. K. Dingleline, formerly secretary of the Harrisburg, Va., Chamber of Commerce, has joined the Charles W. Hoyt Company, New York advertising agency, as manager of the department of commercial research. He was associated with this agency several years ago.

To Advertise "Red Grange" Sweaters

The F. A. Kalil Company, New York, is planning to conduct an advertising campaign on its line of "Red Grange" knitted garments. The Wildman Advertising Agency, also of New York, will direct this campaign.

Industrial Account for The Buchen Agency

Sauerman Brothers, Chicago manufacturers of excavating machinery, scrapers and drag lines, have appointed The Buchen Company, Chicago advertising agency, to direct their advertising account.

Stewart Jamieson to Join Lincoln Printing Company

Stewart Jamieson has resigned as Western manager of *People's Popular Monthly*, to join the sales staff of the Lincoln Printing Company, Chicago, on January 15.

R. S. Peer to Direct Okeh Record Sales

R. S. Peer has been appointed general sales manager of the Okeh record division of the General Phonograph Corporation, New York.

The Conclusive Test of Advertising Service

FOR MANY years THE WORLD has carried more individual advertisements than any other newspaper in America.

During 1925 it not only retained this supremacy, but it outdistanced all its New York City competitors in the extent of its gains.

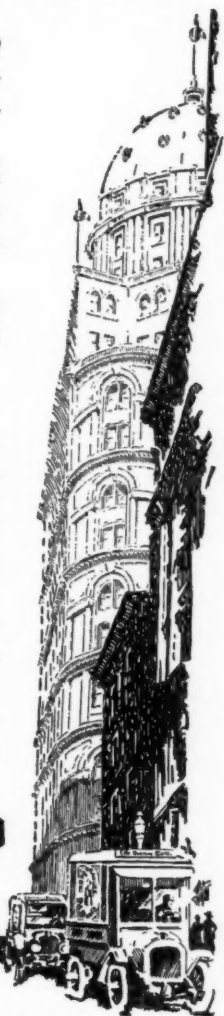
As a conclusive test of *advertising usefulness*, the following figures tell their own story:

THE WORLD	1925	1,897,788 Ads.
	1924	<u>1,801,040 Ads.</u>
		96,748 Gain
The Times . .	1925	1,170,973 Ads.
	1924	<u>1,149,308 Ads.</u>
		21,665 Gain
The American .	1925	465,601 Ads.
	1924	<u>420,211 Ads.</u>
		45,390 Gain
Herald Tribune .	1925	372,693 Ads.
	1924	<u>366,745 Ads.</u>
		5,948 Gain

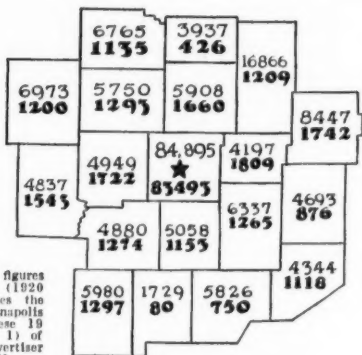
The  World

The Three-Cent Quality Medium
of America's Greatest Market

PULITZER BUILDING, NEW YORK
TRIBUNE TOWER, CHICAGO



The most unique distribution—



In the map above, the light-faced figures represent the number of families (1920 census) and the bold-faced figures the total circulation of The Indianapolis News, as of July 1, 1925. These 19 counties are the inner zone (Zone I) of the Indianapolis Radius, to the advertiser an inseparable part of the city itself.

THIS map is worthy of thorough and conscientious study. It discloses a "suburban" circulation situation, a penetration of the immediate "trading area," that is literally without a parallel for an evening newspaper in America.

In the nineteen counties on the map above (Zone I of the Indianapolis Radius), 25 evening newspapers other than The Indianapolis News are published, and 4 daily morning newspapers—with a combined daily circulation of 212,708.

Yet in this territory, against local competition of such magnitude, The Indianapolis News was circulating 105,045 copies daily in this area alone on July 1, 1925—during the summer slump!

By the exigencies of its hour of publication, an evening newspaper has only three or four hours in which to distribute an edition, while its morning contemporary has from six to ten hours. Far less time elapses between press time and reading time! Between advertising time and result time! How then could The Indianapolis News have won such dominant suburban circulation in face of the natural handicap all evening newspapers must overcome—lack of time?

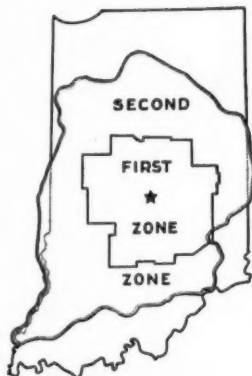
The answer is first by publishing a newspaper of such character and quality that circulation comes naturally, without forced and costly circulation methods other than efficiently delivering the paper.

And second by using that saving

The Indianapolis NEWS

Frank T. Carroll
Advertising Director

the evening newspaper n—in America!



The secondary or outer zone of The Indianapolis Radius (Zone II) is, like Zone I, knit to Indianapolis by a transportation system that brings its farthest limits within easy shopping distance of Indianapolis, and within *minutes* of the Radius cities and towns—a unified market, created by the power, influence, prestige and concentrated circulation of The News. The total circulation of The News, July 1, 1925, was 125,207.

to deliver the paper by private motor truck instead of by the slower common carriers or by mail. Thousands of dollars are spent to give extraordinary delivery service to News readers, little to "promote" its circulation.

And here is the monumental and strategic advantage to the advertiser:

Subscribers served by The News' direct motor delivery are, of necessity, highly accessible to Indianapolis and the suburban trading centers. The motor delivery is necessarily confined to main highways. Farmers and townspeople who are inaccessible (except by the slower R. F. D.) cannot receive the swift News motor service.

Now—if they are inaccessible to The News' motor delivery they MUST

be relatively inaccessible to retail outlets for merchandise.

Farmers and villagers receive The News at the same hour as their city relatives a few blocks from The News plant. They read the same paper and the same advertisements at the same time and buy the same products at the same time.

City and rural circulation! The News' penetration is so complete that there is no dividing line for the advertiser between urban and rural population. There is none between urban and rural sales.

No evening newspaper in America offers more carefully selected circulation in its immediate trading territory, so demonstrably able to buy.

7/9 The Indianapolis NEWS

New York
Dan A. Carroll
110 E. 42nd St.

Chicago
J. E. Lutz
The Tower Bldg.

first in FOODS

Q The New York Herald Tribune now carries more food advertising than any other New York morning newspaper.



The New York Herald Tribune has the 8th largest morning circulation and the 12th largest Sunday circulation in America.

New York Herald Tribune

Western Representatives: **WOODWARD & KELLY**
360 North Michigan Avenue, Chicago, Ill. Fine Arts Building, Detroit

Death of Ralph Holden

RALPH HOLDEN, president of Calkins & Holden, Inc., died on January 3 at his country home in Westport, Conn. His death, which was unexpected, was caused by blood poisoning which set in following a mastoid operation. He was in his fifty-fifth year.

Mr. Holden had just rounded out a quarter century of advertising work. He was born at Philadelphia in 1871 and was educated in the schools of that city. His first job was in the freight department of the Baltimore & Ohio Railroad. One day, he took stock of all the people who were between him and the position which he desired and concluded that the position was not worth the waiting. Mr. Holden decided upon a change of work and took a day off to go to New York to get a job in the publishing business. This was in 1900.

George H. Hazen, of the Century Company, was among those whom he called upon. Mr. Hazen advised Mr. Holden not to go into the publishing business but to get into advertising. Through Mr. Hazen, Mr. Holden got in touch with Charles Austin Bates, who decided to open a Philadelphia office with Mr. Holden in charge.

During his first week's employment with the Bates agency, Mr. Holden was put under the tutelage of Earnest Elmo Calkins, whose task it was to teach the new beginner the ropes. Mr. Holden's work in Philadelphia was so successful that he was brought back to the New York office and placed in charge of new business. Among the early advertising accounts which he obtained was that of Fayette R. Plumb. Mr. Holden asked what the company wished to say about its business, but there seemed to be no very definite idea. His request for permission to go through the shop was granted. His observations were embodied in a letter which he sent to Mr. Bates and which, according to Mr. Calkins, was remarkable, as in

those early days no one ever thought of getting at the heart of a business.

Mr. Holden had been in correspondence with Joseph R. Kathrens, popularly known as "Smiling Joe," of the Pabst Brewing Company. Mr. Kathrens came to New York. When he learned that all his letters had come from Mr. Holden and that Mr. Calkins could do the Pabst advertising work, he suggested that the two



RALPH HOLDEN

co-workers engage in business for themselves. This they did, forming a partnership on January 1, 1902.

The business was started as a service agency. Mr. Holden brought in the first order, a folder for the H. B. Claflin Company. Mr. Calkins had one more day to work on his old job. That evening, when he walked into the offices of the new firm, he learned that his partner had not only obtained an order but that he had written the copy, collected the bill and had fifteen one dollar bills spread on the desk to greet Mr. Calkins.

On August 1, 1905, the business was incorporated. The partnership had been so congenial and the

partners had been so equally interested in its affairs that when the time came to elect officers, there seemed no logical way to decide who would be president. This was determined by the toss of a coin. Mr. Holden became president and, to balance matters, Mr. Calkins' name was given first place in the business name. This election worked well, for no change has been made in the intervening twenty-three years.

Mr. Holden was the administrative head of the business, was active in every branch of its affairs and was equally interested in the account of every client. Speaking of his partner, Mr. Calkins said: "It was gratifying the confidence so many business men had in Ralph. He frequently was consulted by publishers and other business men who sought his advice. His judicial state of mind made him a good advisor.

"It was Ralph who persuaded me to go into business for myself. It was his plan, not mine. More than that, it was his sound business judgment that made a success of this business. His knowledge of finance, of building sound business, was available to clients for other needs besides advertising."

Mr. Holden was averse to publicity and was little known to those with whom he did not come into contact. He was impatient with limelighters and was seldom before the public. The following tribute to his ability was paid by Frank Presbrey in one of the first messages of condolence to be received by Mr. Calkins: "The advertising business has lost one of its best representatives, a man who has always been a credit to the profession, a man who was beloved and respected wherever known, a man who was an inspiration to young men and even to those of us who were older in years and in the business."

Many other letters and telegrams have been received by Mr. Holden's associates in the office, from clients, advertising men, publishers and other business friends. Among them was this tribute from

George J. Williams, of the J. B. Williams Company:

"My association with him during so many years is one I shall always think of with the greatest satisfaction, and I feel that I have met with a very personal loss, as I know it is to you and your associates."

The H. J. Heinz Company expressed its regret in the following telegram:

"We desire to extend the sympathy of our entire board of directors in your great loss of Mr. Holden. His ability, his personality, his desire to serve us have always been appreciated and we shall miss him greatly. His standing in the community, in his profession and among men was of the highest order."

Advanced by American Sheet & Tin Plate Company

Charles W. Bennett and William A. Irwin have been elected vice-presidents of the American Sheet & Tin Plate Company, Pittsburgh, Pa. Mr. Bennett has been assistant to the president for the last nineteen years. Mr. Irwin has been assistant to the operating vice-president for the last twenty years.

Dombrower Agency Adds to Staff

Miss Elizabeth Ramsay has joined the Washington, D. C., office of the Ralph L. Dombrower Advertising Agency, in charge of the art department. She was recently with the Hearst newspapers in Washington.

G. K. MacEdward Joins Florida Development

Gordon K. MacEdward has been made advertising manager of the Frischkorn Florida Company, Duncedin, Fla. He was formerly advertising manager of the Oakland Motor Car Company, Pontiac, Mich.

Brass Goods Account for Behel & Harvey

The Frost Manufacturing Company, Kenosha, Wis., manufacturer of plumbers' brass goods, has appointed Behel & Harvey, Inc., Chicago advertising agency, to direct its advertising account.

The name of the Walsh Harness Company, Milwaukee, has been changed to the James M. Walsh Company.

The Woman Who Buys

MANAGES the family budget; she is the counselor and consulting agent for the entire family and her responsibility is heavy. To her and hers advertising news means dollars and cents. It touches the family fortunes.

THE Times-Picayune reaches and influences nearly every worthwhile home in New Orleans and its trading area. It is, to a greater degree than any other medium, the directory and guide of New Orleans buyers.

GENERATIONS of Orleanians have made The Times-Picayune their trusted family newspaper, and this reader confidence is logically extended also to Times-Picayune advertisers. This is one reason why the greatest volume of advertising carried by any New Orleans newspaper appears year in and year out in

The New Orleans Times-Picayune

*Member 100,000 Group of
American Cities*

Representatives: Cone, Rotherburg and Noe, Inc., New York, Chicago, Detroit, St. Louis, Kansas City and Atlanta: R. J. Bidwell, San Francisco and Los Angeles.

Radio Fans Vote on Broadcast Advertising

Atwater Kent Secures Some Significant Data in a Recently Conducted Survey

ABOUT one-fourth of the replies, or 24.1 per cent of all received from a recent inquiry mailed to fans, declared that there is already too much broadcast advertising. The investigation was conducted by the Atwater Kent Manufacturing Company and included cities and towns in all of the States.

The people appealed to for opinions were several thousand who have written the company commending its radio broadcasting—the Atwater Kent hour. Hence, it is reasonable to say that the audience was favorable to broadcast publicity. Furthermore, the question did not specify whether the advertising referred to was direct or indirect, and it is probable that a great many who replied favorably thought that anything else would express disapproval of the Atwater Kent programs.

Of all answers received, 2,354 expressed opinions regarding advertising, and 569 said very definitely that there is too much of it at the present time. The question was: "Do you think there is too much advertising?" Of course, many other questions were included and recipients were requested not only to give the answers but also to give any opinions which they thought would be of value. The questions were introduced by the following letter:

A short time ago you were good enough to give us your opinion of the programs of the Atwater Kent Radio Artists. Your kindness was greatly appreciated.

Now we are wondering if you will be good enough to tell us how you feel about radio broadcasting generally.

As you know, the number of radio listeners is increasing rapidly, and more and more thought is being given to the improvement of broadcasting.

As manufacturers, we are vitally interested in this problem. We are eager to ascertain, from members of the radio audience, what they think of the current programs from *all sources*, and how in their opinion the programs

could be made better. We also wish to know what, if anything, is interfering with perfect reception.

Our object in gathering this information is to use it unselfishly in the furtherance of better broadcasting.

For our mutual convenience the questions are on the inside of this letter. We hope that you will be able to fill out the answers and return them to us soon.

With best wishes, we are

Very truly yours,

"There is a lot of over-done advertising that reacts against the advertiser, by offending the good-will of the listener," one of the replies reads. And another expresses this thought:

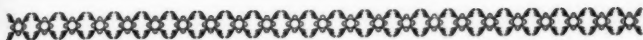
"Everybody who gets pleasure by listening in, knows to whom he is under obligation for that pleasure. That is the advertisement at its best. When we listeners are reminded of this obligation every five minutes, we sicken. The advertisement over-reaches itself and fails of its purpose."

Several others severely criticized the entertainment under the guise of indirect advertising which is introduced by persuasion, and several of the comments unmistakably indicated that direct advertising is invariably condemned when its purpose is understood.

With the exception of the large quantity of letters condemning radio advertising that have reached the radio division of the Department of Commerce at Washington, this investigation is probably the most enlightening regarding the actual value of radio broadcasting for paid publicity purposes.

New Accounts for Milgram Agency

The Rapid Manufacturing Company, New York, pocket lighters, and the Wonder Fountain Pen Company, of that city, have placed their advertising accounts with J. B. Milgram, New York advertising agency. The Rapid company will use magazines and trade papers. Magazines will be used for the latter account.



THE
CINCINNATI TIMES-STAR

Announces the Appointment of

Mr. Martin L. Marsh

as its

Eastern Advertising Representative

with offices at

927 Brunswick Building, New York

and of

Mr. Kellogg M. Patterson

as its

Western Advertising Representative

with offices at


904 Union Trust Building,
Chicago

**EFFECTIVE JANUARY FIRST
1926**

Member Audit Bureau of Circulations

Chas. P. Taft, Publisher C. H. Rembold, Manager





Agriculture Deserves The Best

THOMAS COOPER, Chief of the Bureau of Agricultural Economics, U. S. Department of Agriculture, says in the January issue of *The Country Gentleman*:

"One great reason for farming is the home. So, although we think of the farm as a business, we must also think of it as a home. Agriculture deserves the best in normal living that can be provided. The best includes a substantial home, good schools, roads, churches and other educational and social features."

This American agriculture that deserves the best is responding eagerly to the monthly *Country Gentleman* — a *quality* publication that recognizes in its editorial policy the equal claims of business and home on the farm, and presents the best in stories, articles and departments for the men, the women, the boys and the girls. *The Country Gentleman* is the modern farm paper.

The Country Gentleman

More Than a Million a Month

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

Advertising Offices: Philadelphia, New York, Chicago,
Boston, San Francisco, Detroit, Cleveland

**We are constantly
advising advertisers
not to slight
the Greater Detroit
market by failing
to cover it adequately.
In this territory
of nearly a million
and a half, the
two evening papers
and two of the
three Sunday Media
will do the job right.
Our contribution is
225,000 evenings
and 300,000 Sunday—
The Detroit Times.**

Why Ninety Out of a Hundred Ideas Are Rejected

Improper Presentation Has Killed More Than One Good Suggestion

By a New York General Manager

PRACTICALLY every business executive I know has complained to me about good ideas which were turned down by the management. Sales and advertising executives are particularly touchy on this subject—no doubt because their positions demand a continual flow of suggestions.

Why are good ideas discarded?

I have given considerable thought to the question and I think I have an answer—if not the answer.

It is not too much to expect of a sales manager or advertising manager that he shall recognize the symptoms.

If, as a sales manager, I was more successful than some others in securing acceptance of my ideas, this came through the studying of the reason for the rejection of ideas rather than any natural unusual ability. In fact, I owed my advancement from a divisional sales manager to sales managership to this very reason.

I had rightly gauged a certain grave need in our organization. I had checked this so far as it lay within my power to check. I had consulted my superiors on points regarding which my recommendations had to come through to them. On this foundation I built plans which I knew to be sound and which I checked through my merchandising acquaintances.

When my plan was presented it was courteously tabled. You may be sure that I was bitterly disappointed. But I was not resentful. I felt that the fault must lie with me rather than with the management. Then it dawned upon me that there must be a reason for its rejection. The very fact that I had not been acquainted with the reason led me, without any subterranean investi-

gation, to a correct guess as to the real reason. I came to the conclusion that a certain radical change of policy was in the wind which would break in due time. I had a hazy idea as to what it might be.

Then I spent my time, outside office hours, building a new plan, entirely different in every respect.

Consequently, when the change did come I alone of the executive staff was ready to supply the details for its execution. While I know that, to this day, many outside, and some inside our organization, believe that my advancement to sales manager was due to the fact that I had previously been picked by the president and given an inside and advance opportunity to prepare for the change in system and duties, exactly the reverse was the case. I was not given the slightest tip of any kind. I had secured the acceptance of my ideas by having them ready and waiting the moment the change I had foreseen took place.

WHY MY IDEAS WERE REJECTED

Ninety out of my first hundred recommendations were rejected. They deserved to be. Estimating roughly, thirty ideas were so incompletely prepared that favorable decision was impossible. Thirty more possessed some merit, but were not adapted to our organization for reasons which I could have learned before advancing them for acceptance. Twenty more were well prepared and, so far as I could be expected to have knowledge, at that early stage, suitable for our company—but for reasons beyond my knowledge were not worthy of acceptance.

The other ten ideas were good ones, worthy of acceptance, but

were rejected because of the manner of presentation. Of the ten which were accepted, but two were properly presented. The remaining eight were accepted because of their obvious merit and in face of faulty presentation.

In the same way I could go through year after year, until at the end of thirty years of business, not including ideas which I originated and put into effect without need of approval, four out of every five of my plans are accepted, with only such modifications as strengthen rather than modify my original conception. That even now 20 per cent of my ideas are rejected or withdrawn, shows that I do not hold and should not hold that I have solved the problem completely.

The great majority of ideas which I reject when coming from our executive staff are rejected because the recommendations are so incomplete on their face that it would be much as though a man were called upon to vote for a candidate whose full name was not given.

Recently an assistant sales manager came to me and said: "We're not handling advertising matter properly on mail orders. I recommend we send something in every case." The recommendation was instantly rejected.

In our line, it would be the height of folly to send out advertising matter with every mail order received. Our salesmen carefully analyze the need for and possibilities of the use of advertising matter, and specify exactly what each of their customers should use, not only in variety but in quantity. This is a most important part of our service, and to a decided extent justifies the calibre of our field force.

The assistant sales manager did not recommend wisely, because he did not analyze and see what he really meant to recommend. The sales manager supplied the brain power to make the underlying idea worth while. We had been overlooking the full possibilities

of sending advertising matter on *initial mail orders from new customers.*

There was not only laxity in this respect, but also entire absence of system which would secure the data necessary to send exactly the right type and quality of advertising matter. This could be obtained by explanation in our offices; by consulting salesmen and their outside sources of information; by analysis of the make-up of the order itself, and by consulting by telegram the new customer himself.

The next important cause for the rejection of recommendations is due to the fact that men will not—and I include myself—weigh *all* the contributory factors to make sure that an idea with merit does not involve conflict with even more important matters. If men would think of this side of affairs, their recommendations would show the conflict and the method of avoiding it or overcoming it. The most important reason, in my own case, for the acceptance of a greater proportion of my ideas during the years in which I served as sales manager, came through changing from one to a dozen existing methods in order to pave the way for the acceptance of my ideas.

Time after time I have found a worth-while idea seemingly positively blocked because of conflict with established and valuable systems, methods or policies. I learned to follow each variation just as one does in a chess problem, until I had worked out a series of moves which removed all conflict and which proved my solution to be sound. The educational value to the individual and the increase of his worth to his company which arise through such a train of thought is limited only by the potentialities of the individual himself. It makes the time spent in ideas which the man himself rejects, valuable rather than wasted.

The personal side of the presentation of ideas is so complex that it must be indicated rather than described in detail. Again



210,000 Men—

*The leaders in American
industry are reading
NATION'S BUSINESS
for January.*

*A request will bring you
a copy showing what the
strongest buying factors
in business are reading
and where they are
shopping.*

NATION'S BUSINESS

*Washington
(Member A.B.C.)*

it should be stressed that business is conducted by human beings—not machines. "The boss has got an awful grouch on today," the sales manager confides to the sales promotion manager.

That grouch should not result in a rejection of sound ideas. It should not for two reasons. First of all, "the boss" should be one of those marvelous men whose self-control rises above mere mundane physicalities.

TACTLESS PRESENTATION

The second reason is that those men behind those ideas should have common, everyday horse-sense, enough not to present them under *unfavorable circumstances*.

The sales manager who would cheerfully wring the neck of even his star salesman who lost the chance to land a new account because of failure to find or create a favorable condition under which to present his full sales arguments, is often himself the worst offender when it comes to presenting ideas to his own superiors. It is the duty of the employee in his function as a profit-maker in his company to secure for his recommendations the proper stage setting.

Within a week, one of the most able members of our executive staff came to my desk a half hour before my train left the Grand Central Terminal, and politely, if tactlessly, presented to me an idea on which he wished my approval, because he thought his plan should be put in effect at once and before I returned from a forty-eight-hour trip. There were four matters which required my attention in the scant twenty minutes I had remaining at my disposal before leaving for my train.

As I knew of the importance of these matters, since they had passed through the sieve and still demanded immediate action, I asked this executive to permit me to handle the four matters that I knew must be handled, before listening to his idea. This gave him five minutes for presentation. At first glance I saw that it

would require several hours' consideration on my part before I could wisely approve or disapprove. So I took the typewritten recommendations with me and, rightly or wrongly, approved them by wire while on the train.

This particular executive will always be an offender for reasons which I can easily understand, as his inclinations are in many ways my own. But with advance knowledge of my trip, he should have timed the preparation of his plans so that he could have given them to me in person before my departure. Assuming even that this was impossible, he could have more easily coupled his original typewritten recommendations with further dictation when he found the scant time at my disposal, rather than have attempted to tell me verbally what was needed.

Going a step further, if in his judgment the plans were of sufficient moment so that they should be explained in person and placed in execution the following morning, the least he could have done was to have arranged to take the Merchants' Limited to Boston with me.

It might be argued that I should have seen the situation and requested him to accompany me to Boston, knowing that he could return at midnight and place the plan in effect. But as a matter of fact, it would have required a most unusual type of vision, since the real problem, as I found on the train, was skilfully concealed in the middle of the typewritten recommendation. Again it was a matter of conflict with existing matters.

One closing incident will, perhaps, speak volumes, if I am successful in its wording.

Recently, our sales manager, in his daily conference with me, had finished discussion of all of the topics noted on his appointment card, and half started to rise when I told him that I had no other matters for immediate discussion. As he was rising he said: "Will you save an hour for me some afternoon next week to

Greatest Advertising Record of All Time!

The Miami Herald

During the Year 1925 Published

42,513,436

Lines of Paid Advertising

**Exceeding the Previous World's
Record Established by the
Detroit News in 1924
by 11,908,918 Lines**

World's Record 1925 The Miami Herald, 42,513,436
World's Record 1924 The Detroit News, 30,604,518

THIS stupendous volume of advertising accorded The Miami Herald by local and national advertisers marks an epoch in the publishing world and is an unqualified endorsement of The Miami Herald as one of the World's greatest advertising mediums.

The Miami Herald

FLORIDA'S MOST IMPORTANT NEWSPAPER

Frank B. Shutts, Publisher

This man knows
as well as



THE CINCINNATI

"Goes to the home,

ws ell lineage... as mileage

HE'S Mr. Cincinnati Motor Dealer, and he knows the pulling power of Enquirer advertising as well as he knows the horsepower of the car he sells.

That's why The Enquirer—again—in 1925 carried more new car advertising than all other Cincinnati newspapers combined.

That's why *every* automobile dealer in Cincinnati advertises in The Enquirer, Daily or Sunday.

That's why many Cincinnati automobile dealers use The Enquirer *exclusively*.

* * * * *

The Automobile Show Number of The Enquirer will be published Sunday, January 17, 1926. Forms close tight Thursday, January 14. Still time to get in.

I. A. KLEIN
New York Chicago

R. J. BIDWELL CO.
San Francisco
Los Angeles



ENQUIRER

stays in the home"

Again... in 1925...

**The Enquirer leads
in Cincinnati!**

During the twelve months of the year The Enquirer carried 775,098* lines of new car advertising. The second paper carried 343,392 lines; the third paper, 186,661 lines; the fourth paper, 54,250 lines.

*An increase of 151,860 lines over 1924.

run over some laboratory tests? You'll be mighty interested in them, because they show progress along lines to which you attach even greater importance than anyone else."

These two sentences, to my mind, explained to no small extent the rapid progress of this associate and the low mortality of his recommendations.

He not only conceives worthwhile ideas, but he paves the way to their acceptance. It makes it easy for me to consider them favorably because he links up his ideas with my knowledge and preference. He stages their presentation so that there is no shock. He sequences his presentation from offhand suggestion to forcible recommendation, so that my mind is in step with his at every stage.

When he knows that his ideas and mine will not agree at the start, he still paves the way. For as he left me, he said, "After we have been through the laboratories, you really should take fifteen minutes to look over our Southwestern situation. While you will not agree offhand with my proposed treatment, I am confident that you will recognize the necessity for some change."

The problem is simply stated. It consists of nothing more than getting the management to see things your way. This ability is a vital necessity in every field of selling—and selling ideas is no exception.

R. E. Seiler, of Los Angeles "Examiner," Advanced

R. E. Seiler, classified advertising manager of the Los Angeles *Examiner*, for the last seven years, in addition, has been appointed supervisor of classified advertising of the Hearst newspapers, with headquarters at Los Angeles.

Appoints Fralick & Bates

The Champaign, Ill., *News-Gazette* has appointed Fralick & Bates, Inc., publishers' representative, as its Eastern advertising representative.

M. G. Enabit has been appointed art director of Fairall & Company, Des Moines, Iowa, advertising agency.

Uses Map in Copy to Picture World-Wide Food Sources

Macy's, a New York department store, made use of a map of Europe to show where many of its epicurian delicacies came from, in newspaper advertising addressed to the Christmas trade. Within the outlines of each country was a list of its food products which Macy's had for sale.

For example, Scotland was labeled with jams, kippered herring, marmalade, shortbread and oatcakes; Russia with caviar, and Portugal with sardines. The map was given a picturesque touch by including small sketches of boats, whales, fish and birds here and there in the various bodies of water.

In a small box at one side of the advertisement were a few words, conveying the information that "Macy's famous grocery department has searched the world for Christmas delicacies to tickle the palates of epicures. That this search was fruitful this map attests."

Bank Advertises City Guide Book

"Byways and Boulevards in and about Historic Philadelphia" is the title of a book which the Corn Exchange National Bank, of that city, has published and is advertising. A newspaper advertisement for the book is captioned, "Know Your City, Whether You Walk or Ride." The advertisement is devoted entirely to the book, with the exception of the bank's name, which appears at the bottom as the publisher and copyright holder.

New Accounts for Boston Agency

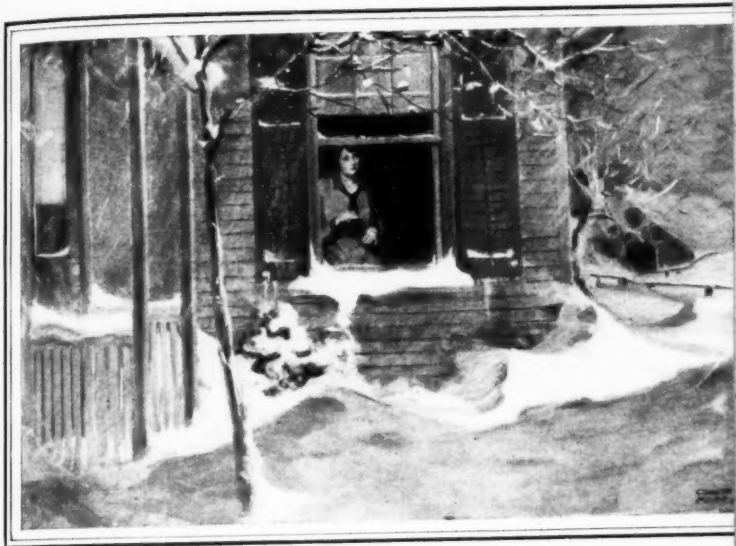
The Rice Chocolate Company, Boston; R. Murphy Son's Company, Ayer, Mass.; Webber Lumber Company, Fitchburg, Mass., and the Children's Vehicle Corporation, East Templeton, Mass., have appointed the O'Malley Advertising & Selling Company, Boston, to direct their advertising accounts.

P. T. Hines, Advertising Man- ager, "Florida Grower"

P. T. Hines, who has been with the *Progressive Farmer and Farm Woman*, Birmingham, Ala., for the last ten years, has been appointed advertising manager of *The Florida Grower*, Tampa, Fla. He succeeds George F. McGraw, resigned.

National Tea Sales Larger

The National Tea Company, Chicago, reports sales of \$4,233,184 for November. This compares with \$3,630,090 for that month last year, a gain of 16.6 per cent. For the eleven months ended November 30, sales totaled \$42,734,836, against \$35,140,653 for the corresponding period of 1924. This is an increase of 21.6 per cent.



It
came
from Alaska

IT CAME FROM ALASKA!



A pathetic little letter filled with trouble and asking help.

She was a young wife and expecting her first baby. Her husband was stationed in the extreme northern part of Alaska. The nearest doctor was a hundred miles away. It was thirty miles to the nearest white woman.

If she left her husband and returned to civilization she could not rejoin him for many months—and this was her first baby.

Both she and her husband were inexperienced. There was no one to whom she could turn. What should she do? How could she meet the situation?

This was the desperate appeal that came to THE DELINEATOR'S Happy Child Department. It went direct to Dr. L. Emmett Holt, founder of the Happy Child Department and, up to his death, its editorial advisor.



It was too late to send books. Even a letter by fastest post from New York could not reach Seattle in time to catch the boat for Alaska—the last steamer sailing that season.

But he could telegraph—and over the wires flashed a message to a medical friend in Seattle. Thus the books were collected and sent—on that last steamer.



SERVICE!



The young wife had written that they had a radio—their only link with civilization during the long bitter winter months.

So Governor Scott Bone, of Alaska, learning of this through the Editor of THE DELINEATOR, arranged for a series of talks on the care of the baby—helpful, expert advice on what to do—and, much more important, *how* to do it. They were broadcast over the radio for all mothers in that region—but especially for that far-away and isolated mother.



SERVICE!

Who can say it did not save her life and that of the baby? Do you wonder she was deeply grateful to THE DELINEATOR for the service rendered by Dr. Holt and the Happy Child Department?



This is DELINEATOR service—personal, helpful, friendly. This is the service given by Dr. Henry L. K. Shaw, now editorial advisor of the Happy Child Department. This is the service you find in all departments: Beauty, Health, Home-Making, House Decoration, Home-Building, Etiquette. Back of each article, on every page, in the heart of each editor is this same spirit of service.

What better place to advertise *your* service—*your* product, than in the magazine of service, THE DELINEATOR.

The DELINEATOR

Butterick Building
New York

The HAPPY CHILD

A Sequel to THE HAPPY BABY



Copyright 1924 by "The Delineator"

EDITORIAL ADVISOR

Dr. HENRY L. K. SHAW

Contributors

HENRY L. K. SHAW

Dr. L. EMMETT HOLT

Dr. WILLIAM H. PARK

ARNOLD GESELL

Dr. HENRY R. GEYELIN

ANGELO PATRI

Dr. MATTHIAS NICOLL, Jr.

Dr. HAROLD K. FABER

"The Happy Child," recently published, is a sequel to *"The Happy Baby."*
Both are Delineator products, containing the expert advice
of leading child specialists, written for and first published in *The Delineator's Happy Child Department.* Dodd, Mead & Company, New York, are the publishers.

The Jules Verne Influence in Illustrations

Fantastic and Spectacular Pictorial Themes, of an Imaginative Quality, Are Unfailing Lures to Popular Interest

By W. Livingston Larned

THE artist who borrows themes from fantasy, from science, from little-known places and from vivid flights of imagination, usually turns out illustrations that do not go begging for audiences. Such illustrations are never commonplace. They place on canvas the most lurid, spectacular and

conscious of this reaction, the advertising artist seeks themes which are singularly imaginative and unconventional. A page for an automobile spreads before its readers an imaginary picture of a city of the future, while suggesting that the advanced improvements of the product make it the

"car of the future, as well as the car of the hour." This is a most fascinating illustration. A dream city rises against the sky; a city of immense aerial airplane stations, fantastic architecture and oddly dressed people. It is the type of picture which one can study for an hour without exhausting its subtle suggestions.

On the other hand, a campaign in industrial papers has gone back to prehistoric days for its themes. The series has been most fascinating, and, fortunately, the copy tied with it legitimately enough.

Several years ago, in Western newspapers, an advertiser presented a campaign of perhaps forty pieces, in large size, the pictorial elements of which touched upon

life beneath the ocean. It was, of course, purely imaginative, but the artist was well fitted for the task, and his pen drawings were of startling interests.

Here was a subject unknown to people. They may have speculated, but they had not seen many



2/3 of You is Water

Major "water level" falls low or becomes uncontrolled, ill health is the inevitable consequence. Hence, millions are spent to protect the nation's water supply—until it reaches your home.

But how about the pipes in your house? Do they contaminate the water with iron rust and corroded particles of pipe? Do they fail after a few years service installing the annoyance and expense of repairs?

Anaconda Brass Pipe cannot rust or clog with rust deposits. Year in and year out it delivers a full flow of water as pure as it issues from every faucet in the home.

Yet, installed in the average \$15,000 house, this protection to the health and comfort of your family costs only about \$75 more than corroding pipe.

Write for more facts of "Ten Point Plan!"

THE AMERICAN BRASS COMPANY
BRASS PIPE, FITTINGS, AND OTHER BRASS GOODS
1000 WEST 10TH AVENUE, MINNEAPOLIS, MINN.

ANACONDA BRASS PIPE
Installed by leading Plumber Contractors everywhere

THIS TYPE OF ILLUSTRATION BOTH CHALLENGES AND APPEALS TO THE IMAGINATION

often amazing pictorial documents.

Man is interested both in the beginning of things and in what may take place in the hereafter. He gropes for the intangible, the supposititious. What might be is apt to carry greater interest than what actually is.

visualizations of these dim aisles of the sea. The illustrations were marvelously intriguing.

The rotogravure sections of newspapers recently carried various views of one of the most astonishing diving suits ever invented. It was brought from Germany, the only device of its kind, at the time of the mysterious sinking of a British submarine off the coast of England.

The diver appeared to be a grotesque, unshapely monster when he donned this diving suit, with its immense headpiece, its ungainly drums, air chests, weights and connecting tubes and lines. Imagination throbbed at the sight of it, especially as derricks swung it over the side of a huge ship, preparatory to being lowered to the ocean floor.

This diving suit, and various scenes taken in the vicinity at the time, were universally commented upon. An advertiser in a trade journal who possessed the news instinct, secured a print, and reproduced it as the feature of a page. It made a sensational hit throughout the trade. So wholly unlike any illustration which had ever been employed in publications of this character, its reader interest was very noticeably defined.

Photographic data secured by explorers in little-known parts of the world make admirable advertising themes when a consistent tie-up is discovered. People are invariably interested in the occult, the baffling, the unaccustomed. Peeps into the unknown have a singularly strong hold on any imagination.

An expedition went into the Amazon country in quest of a strange race of natives that was supposed to be concealed there. One member of the party carried an astronomical instrument which was advertised in certain periodicals. On the return of the expedition, exclusive photographs were obtained, showing the natives, the country, the animals, the villages of this Amazonian wonderland.

The campaign became a serial story, copiously illustrated, and will soon be put in book form, be-

cause of its immediate popular reception everywhere. No other advertiser in that field had anything comparable with it. Here, indeed, was exclusive advertising atmosphere.

Advertisers in business and industrial magazines are now aware of the value of such unusual subjects for illustrative purposes, and send out calls for them to field agents, to branch managers and to engineers engaged in installation work. An engineer working in Mexico for a large manufacturer of hoisting machinery, happened to be present when, during excavations for an immense foundation, a long-buried village was uncovered, together with skeletons, pottery and jewelry of a primitive type.

With his camera, he made records of the excavation, along with the installation of his own machinery, and this material was sent with all possible speed to the advertising manager of the company, who had it in plate form before the week was out, and on its way to a number of industrial publications.

A current advertising page pictures an airplane at the very moment it hurtles around one of the peculiar, illuminated night signals. Although such scenes are being enacted today, the average person has never witnessed them and they come as a hint of the great era of a generation from now. It is all unreal and fascinatingly romantic.

An advertising illustration strongly flavored with the spirit of Jules Verne was taken by an expert photographer in the experimental laboratory of one of the great manufacturing plants. The ceilings of the room are very high, and the equipment most unusual. There are devices and machines in this laboratory which are unknown to the layman. A flashlight was made, and the tiny white-coated figures at work, the glass retorts, the burners and elaborate furnishings all combined to produce a camera picture of a mysterious character. There was something spooky about it.

A series of photographs made

McGRAW-HILL COMPANY

announces the purchase

of the

Keystone Mining Catalogs

Keystone Catalog, *Coal Edition*

Keystone Catalog, *Metal-Quarry Edition*

The Coal Catalog

Coal Field Directory

Analysis of Metallic and Non-Metallic
Mining, Quarrying and Cement In-
dustries

Addressing and List Services of Keystone
Consolidated Publishing Co., Inc., Pitts-
burgh, Pa.

The acquisition of these standard reference books, lists and addressing services is a logical expansion of the service which the mining publications of McGraw-Hill Company have been rendering the mining industries for two generations.

A Complete Service

By bringing under one management Coal Age and Engineering and Mining Journal-Press, the Keystone Catalogs and the Addressing and List Services, a complete service to the mining industries may be rendered, embracing educational advertising, reference or catalog advertising and direct-mail.

Headquarters of the Keystone Company will remain in Pittsburgh in charge of Mr. Joseph J. Vigneau, founder of the business. Mr. Ralph C. Becker will continue as sales manager with headquarters at the offices of McGraw-Hill Company, Tenth Avenue at 36th Street, New York.

All communications regarding cuts, copy for advertising and lists should be addressed to Keystone Consolidated Publishing Company, 800 Penn Avenue, Pittsburgh, Pa.

by facing a camera almost into the red maws of blast furnaces, produced another unusual campaign, run in factory publications. Such illustrations may be no more than periodic highlights which relieve the monotony of more conventional, if necessary, themes.

The application of such ideas can be legitimate enough; witness the periodical page for Black and Decker automatic drills. A phantom, in flowing draperies, marched across the page, while the photographic illustration pictured the rush of hundreds of whimsically-clad figures down the steps of the Paris Opera. How could such a subject have anything to do with a mere drill?

The pictures were from a motion picture, based on the French detective story, "The Phantom of the Opera," and at one point in the reel, an exceptionally large chandelier rocks and crashes down from the ceiling. This great chandelier, formed of metal, was constructed with the aid of Black and Decker drills. A company representative made the discovery and flashed the news to the advertising department, whereupon "stills" were secured of an appropriate kind and a startling page created.

Considerable daring is called for when illustrations of this character are being passed upon. However, they possess such remarkable ability to arrest and hold the reader's attention that they warrant every consideration.

Vancouver Office for Montreal Agency

A. McKim Limited, Montreal advertising agency, has opened an office at Vancouver. The new office will be in charge of Darrell E. Longmore, who has been with the Montreal office.

Howard Bratton Dies

Howard Bratton, fifty-three, publisher of the Faribault, Minn., *News*, died on January 2. He was director of the Northwest Daily Press Association.

Has Auto Shutter Account

The Laminated Shim Company, Inc., Long Island City, N. Y., has appointed Harry Varley, New York advertising agency, to direct the advertising of the Vernay automobile shutter.

Industrial Advertisers Appoint 1926 Committees

Bennett Chapple, president of the National Industrial Advertisers Association, has announced the following committee appointments for 1926:

Harvard Awards: W. A. Wolff, Western Electric Co., New York, chairman, and F. R. Davis, General Electric Co., Schenectady.

Education: W. S. Hays, National Slate Association, Philadelphia, chairman; L. F. Hamilton, Walworth Mfg Co., Boston, and E. P. Blanchard, Bullard Machine Tool Co., Bridgeport.

Exhibit: D. J. Benoliel, International Chemical Co., Philadelphia, chairman; H. P. Sigwalt, Milwaukee Corrugating Co., Milwaukee, and J. D. Capron, U. S. Cast Iron Pipe Co., Burlington, N. J.

Standardization: J. C. McQuiston, Westinghouse Electric & Mfg. Co., East Pittsburgh, chairman, and Alfred D. Guion, Link-Belt Co., Chicago.

Program: J. R. Hopkins, Chicago Belting Co., Chicago, chairman; Keith J. Evans, Jos. T. Ryerson & Son, Chicago; Ezra W. Clark, Clark Tractor Co., Buchanan, Mich.; H. L. Delander, Crane Co., Chicago; G. D. Crain, *Class*, Chicago.

Arrangements for the 1926 convention, which is to be held at Philadelphia, will be directed by a general committee to be appointed by Nelson S. Greensfelder, Hercules Power Co., Wilmington. The members of this committee will be made up from the membership of the Eastern Industrial Advertisers.

The prize award committee will be announced one week before the convention and the awards will be made on the first day of the convention.

Kenyon Agency to Direct Magazine Campaign

The Delbrook Ventilating Company, Boston, manufacturer of Delbrook air moisteners, has appointed The Kenyon Company, Inc., advertising agency of that city, to direct its advertising account. Plans for 1926 call for the use of magazines.

Florida Realty Account with Doremus

The George W. Harvey Realty Company, Boston, operating a realty development at Boca Roton, Fla., has appointed the Boston office of Doremus & Company, advertising agency, to direct its advertising. Newspapers are to be used.

Standard Advertising Corporation Changes Name

The Standard Advertising Corporation, Trenton, N. J., has changed its name to The Kenneth W. Moore Company. There has been no change in personnel.



Drawn by
Captain John W.
Thomason, Jr.
for his story
"The Conquest of Mike"

Mike would elevate his smart, slim body on his haunches,
and stand as steady as the best of them. Page 17.

If You Love a Dog—

"The Conquest of Mike," by Captain John W. Thomason, Jr., of the Marines, is *your* story. If you love a rollicking yarn, don't miss it. Captain Thomason's Marines, already made famous by his pen and his drawings, engage in a comic Central American Revolution. It is a part of the distinctive fiction in the January Scribner's Magazine, which also includes John Galsworthy's new novel, "The Silver Spoon."

Look for the yellow cover—don't take a substitute!

*A manufacturer offers real money for the names of the
several thousand folks who have recently shopped
through the Scribner Fifth Avenue Section*

as always! in 1925

The Plain Dealer
more National
all other Cleveland

Today manufacturers and advertising agencies recognize the wisdom of concentrating their advertising efforts in one *dominant* newspaper—thereby exerting a selling pressure impossible on a split schedule.

On any business-like basis The Plain Dealer must have first consideration in Northern Ohio. Daily only The Plain Dealer published more national advertising than any other Cleveland newspaper. Sundays The Plain Dealer published double that of its closest competitor.

The Plain Dealer ALONE! Make that your Northern Ohio schedule for 1926. It's the profitable way to advertise in this important market.

***The* Cleveland P.**
in Cleveland and Northern Ohio—ON Med

J. B. WOODWARD
110 E. 42nd St.
New York

WOODWARD & KELLY
350 N. Mich. Ave., Chicago
Fine Arts Bldg., Detroit

R. J. J.
Tim
L

25

ain Dealer published
 nial advertising than
 and newspapers combined

50³/₄% =

4,821,927

lines of National adver-
 tising appeared in The
 Cleveland Plain Dealer
ALONE

dPlain Dealer
 -ON Medium **ALONE** ~ One Cost Will sell it

KELLY
 , Chicago
 , Detroit

R. J. BIDWELL CO.
 Times Building
 Los Angeles

R. J. BIDWELL CO.
 742 Market Street
 San Francisco, Cal.



More Good Roads in Minnesota

MINNESOTA contains only 2.9 per cent of the farms in the United States but has 4.7 per cent of the state and county surfaced roads in the country.

There is an average of .110 miles of state and county surfaced roads per farm in Minnesota compared with the United States average of .073.

A constructive road building program means a prosperous farm territory. It also indicates a healthy dealer trade as farmers have access to trading centers. Hard roads are the open lanes from farm to store.

Representative farmers on Minnesota's 22,000 miles of hard roads are regular readers of the only weekly farm paper in the Northwest.

THE FARMER

Webb Publishing Co.

Saint Paul, Minnesota

The Northwest's Only Weekly Farm Paper

Standard Farm Papers, Inc.,
307 No. Michigan Ave.,
Chicago, Ill.



Wallace C. Richardson, Inc.,
250 Park Avenue,
New York

E. S. Townsend,
547 Howard St.
San Francisco, Calif.

A Northwestern Institution Since 1882

Member Standard Farm Paper Unit

How a Totally Different Product Finds Its Way to Market

Ever Hear of Shark Leather Shoes?—They Are Being Sold, as Well as Numerous By-Products, Purchasers of Which Must Be Sought from Africa to China

Based on an Interview by Roy Dickinson with

Irwin L. Bourgeois

Sales Manager and Treasurer, The Ocean Leather Co., Inc.

"SURELY," I said to myself, upon seeing an advertisement in a publication going to shoe manufacturers of the Ocean Leather Company, Inc., of Newark, N. J., "here is a business which has interest, romance and adventure woven into the very warp of its texture." And later, as I interviewed Irwin L. Bourgeois, sales manager and treasurer of the company, as I went through the tannery to observe the process from the time the shark skins come in, until the leather is shipped out, I discovered not only the things I had expected but a record of difficulties overcome that will be of interest to manufacturers in far more prosaic lines.

The travel of a grandfather shark from the time he is taken from his home near a coral lagoon in the warm current of the blue Caribbean until he comes to his final resting place as part of the uppers of the school shoes worn by little Johnny Jones of East Pittsburgh, is an inspiring example both of the discovery of a new product and the clever utilization of by-products. The manner in which the Ocean Leather Company has managed to interest shoe manufacturers in a totally new product in a conservative field offers a story of merchandising achievement almost as interesting as converting the shark.

Consider the shark. No story of sea adventure is complete without some stirring episode of a terrifying attack by a long, gray animal with evil eyes. The shark has always brought the same thrill to the

HERE IS A LEATHER THAT
SMILES AT HARD WEAR

Sharkskin Leather

Withstands the Roughest
Trials that May Be
Put to a Shoe and
Still Retains Its
Smart Appearance



For instant proof, check hammer and a nail

SATISFACTION
is evidenced by the
volume of orders.

There is REAL MERIT
in SHARKSKIN Leather
which produces a shoe that for
STYLE, VARIETY and WEAR
SERVICE places it in a class by itself.

ALL POPULAR and STAPLE COLORS
These unequalled features should appeal most
strongly to the Makers of Work Shoes, for Men,
Women and Boys.

Ask for samples

Let us tell you more about SHARK LEATHERS

OCEAN LEATHER COMPANY

Exclusive Tanners of Genuine Shark Leather

25-37 NEW YORK AVENUE
BOSTON—60 South Street

NEWARK, N. J.
CHICAGO—327 W. Lake Street

COPY IN THE TRADE PRESS GIVES PLENTY OF INFORMATION

sea story as the lion or the tiger of tropical jungles does to tales of hunting prowess. The shark abounds in every latitude, in every sea and in all depths of water. There are 150 or more varieties of sharks described by science. Each year a shark mother bears on an average about thirty young. There are, in other words, and probably

always will be, plenty of sharks.

The great number of sharks and the ease with which they could be caught in tropic waters led, many years ago, to a study of their skin for possible commercial purposes. Thus it happened that for several centuries the untanned leather of sharks, called "shagreen," had been in limited use for the making of sword handles, pocketbooks, cases and other small articles. Other parts of the shark were used for far different purposes, as the Ocean Leather Company discovered later. But a more general use of shagreen for leather had not come about in the old days because the outer armor of the shark, called placoid plates, could not be removed by any means then known without damaging the leather fibre beneath. These outside plates are of a very hard, stone-like substance and lie upon a soft, pliable inner armor. Beneath this come the fibres of the leathery substance to which the inner armor is united and inter-laid. After many years of experiment, a Danish inventor finally discovered a process, now patented, by which the shark hide could be so treated as to divest it entirely of the outer coat of armor. This left a finely grained, pliable leather with the original strength of the hide preserved.

The Ocean Leather Company, purchased these rights from the inventor and then looked about for a use for the good looking, pliable and extremely tough-surfaced leather. It was discovered that this leather offered unusual resistance against scuffing and scratching and since many of the members of the company had children who scuffed out shoes quickly, it was decided that here was the ideal market for the new product. Experiments were made by putting one shoe of ordinary leather and one shoe of shark leather as mates on the feet of a high school student. The shoes were worn at school, hiking and at football during wet and dry days under all conditions and it was demonstrated that there were real talking points of advantage in favor of shark leather for footwear. It was de-

cided that the non-scuffing feature, together with pliability and long wear would make the best talking points for the new product.

With a definite industrial outlet decided upon—manufacturers of children's shoes—and the talking points for the product worked out, the next problem became a matter of higher production and merchandising methods that would break through the set customs of conservative makers of children's shoes. Fishing stations were opened in Moorhead City, N. C., Sannibal Island, Fla., Big Pine Key near Key West, and another, recently opened, at Grand Turks Island in the British West Indies. The average catch is about 200 sharks a day. With the raw material assured by the opening of these fisheries, the company went ahead in its manufacture and merchandising.

But to bring down the price of the finished product, sales outlets were sought for the many by-products. As the sharks are brought in they are cut over a tripod, their hides taken off, salted like other hides and sent to the tannery in Newark. But the leather is only one salable, usable product. Just as the packers market every part of the pig except its squeal, nothing but the deep-sea growl of the ferocious shark escapes some eventual market.

At the fishing grounds the livers are taken out and carefully preserved, because shark liver is one of the valuable by-products to be marketed. Forty per cent of the weight of each shark is in its liver. The oil from the liver is sold to manufacturers of tanning extracts. Shark oil is also, in the manner of cod-liver oil, good for children and convalescents. The meat of the shark is washed and put in brine at the fishery, then dried like codfish. It was discovered that sun-dried shark meat is considered a staple article of diet in the Belgian and French Congo. At present the company could ship double the amount of shark meat if it had it on hand. At the fishing grounds the fins are also carefully taken off, put on spreads, sun-

~~1926~~ One of the UNUSUALLY Prosperous Years*

The annual figures now appearing forecast an unusual 1926*.

Newsstand sales of SYSTEM, THE MAGAZINE OF BUSINESS, reflect this forecast. They are not forced by special concessions or articles out of the magazine's field. For months each issue has shown a steady growth over the corresponding issue of the previous year—July 13.9%, August 14%, September 9.7%, October 1.8% (draw), November 9.6% (draw), December 24% (draw), and January 49% (draw).

*A copy of A. W. Shaw's "THE UNDERLYING TREND OF BUSINESS" forecasting 1926 probabilities will be sent on request.

SYSTEM

The MAGAZINE of BUSINESS

Other Shaw Publications are: FACTORY, The Magazine of Management, HARVARD BUSINESS REVIEW, British SYSTEM, THE JOURNAL OF LAND & PUBLIC UTILITY ECONOMICS, INDUSTRIAL MERCHANDISING

dried and packed. For it was discovered that if, in the suburbs of Canton, Lun Hin Woo wants to give a particularly fine dinner for his friends, shark fin soup must be part of the menu. Considered as great a delicacy in China as caviar here, shark fins bring \$5 a pound and thus another important by-product is marketed and used. The teeth of the shark—and many a shark has 300 teeth in seven rows—are carefully kept and preserved as another important by-product, as will be shown later.

With all these important by-products on their way to a profitable market, the shark hides leave the fishing grounds and arrive at the tannery in Newark, there to be treated by the patented process until ready to be shipped from the factory as Olcotrop Shark Leather.

The greatest number of skins received at the tannery in Newark and tanned for shoe leather use, are those of the "tropical shark" variety. The hides of the Eastern shark and other varieties which are part of each catch, are used for trimmings on shoes, for wallets, luggage, belts and similar products.

As the company started to market its product, it went about its task in the usual way. Samples were made up and sent out to manufacturers of shoes for children and grown-ups. Immediately the company was up against the difficulty which faces every pioneer who offers a new product. Several manufacturers did make up five or six samples of the new leather and gave them to their salesmen as part of the regular line when they went out on their fall selling trip. But the shoe salesman quite naturally wants to sell shoes. He, therefore, operates along the lines of least resistance. His fifteen or twenty styles and samples are set out in a row in the buyer's office. He watches the buyer as his eye stops at this sample and that. If by any chance the shoe manufacturer's salesman saw the shoe buyer stop at one of the shark leather shoes he would say, "Yes here's something new. It's made out of the leather of a shark."

But his main emphasis was on

the stock items of his regular line. There was, in his talk about the new leather, the suggestion to the buyer, that if he did try this "something new" he was taking a chance. Under these circumstances, as is quite natural when any new product tries to make a dent in an established line of manufacture, shark leather shoes didn't go very fast, or make a big impression on the big shoe buyers.

The sales manager of the Ocean Leather Company decided that something different had to be done. With three men he went out on the road himself to do some educational work. Shoes were made up as samples. Mr. Bourgeois and his salesmen went to see buyers in department stores with these sample shoes, and told them the advantages and talking points of the new leather. The non-scuffing qualities were demonstrated with the aid of a knife, the pliability was shown, the grain pointed out.

At the same time, a carefully planned direct-mail advertising campaign was started and copy also was run in publications going to both shoe manufacturers and retailers.

Whenever a salesman sold a buyer of a department store in person, or whenever an inquiry was received from a department store buyer or retailer, it was determined where he purchased his usual line of shoes, and an immediate letter was sent to that manufacturer suggesting that he make up samples. Two shark skins were sent him for this purpose, together with an interesting booklet giving the story of shark leather and the process as used in the Newark tannery.

The shark leather tanner had to go out and sell the idea to the buyer at first hand. He could not depend upon his prospective customer's salesmen to do the selling for him. The individual shoe salesman had too many samples for him to concentrate upon any one. Mr. Bourgeois had to speak for the product both in person and by means of a consistent advertising campaign. Results began to



THE PUBLIC UTILITIES IN WASHINGTON, D. C. ARE GOOD EMPLOYERS

The Government is only one source of employment in the National Capital, for out of the 236,000 who are gainfully employed, only 65,000 work for Uncle Sam.

The Public Utilities' corporations—operating street cars, electric and gas companies, telephone company, etc., employ 8,000, with an aggregate annual payroll of more than \$12,000,000.

Washingtonians are industrious—and they spend liberally—which makes this an active market twelve months in the year.

A very notable thing about Washington is the economy with which it can be thoroughly covered. The Star alone is all you need. Its Evening and Sunday circulation includes practically everybody within the twenty-five-mile shopping area.

The Evening Star

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

NEW YORK OFFICE
Dan A. Carroll
110 E. 42nd Street

CHICAGO OFFICE
J. E. Latz
Tower Building

I N N E W O R L E A N S I T

A Year of . . .

This is not a prophecy for the future.
It is not a *promise* of 1926 activity.
It is a simple statement of 1925 *performance*.



The past twelve-month has been good to us. We're thankful. And we're proud.

From January 1st, 1925 to December 31st, 1925 the New Orleans Item and Morning Tribune carried 16,208,750 lines of paid copy—

**Gained
6,213,587 Lines**

over the Item's lineage for 1924.

Has any other newspaper institution in America—gained more—or as much?

New Orleans

Item

I N N E W O R L E A N S I T

IT IS THE ITEM - TRIBUNE

Achievement

And that's not all.

The Item and Morning Tribune average week-day circulation for 6 months ending September 30th, was

91,515

We are now guaranteeing

95,000

That's why we say: "On week-days the Item-Tribune combination guarantees advertisers the *largest* total circulation, the *largest* city circulation, and the *largest* carrier circulation obtainable in New Orleans at one price."

Place today's copy on today's facts—in New Orleans you need **ONLY** the Item and the Tribune.

= Tribune

IT IS THE ITEM - TRIBUNE

show quickly. Some of the largest department stores in the country, such as Gimbel Brothers of New York and Philadelphia, Strawbridge & Clothier of Philadelphia; Marshall Field of Chicago; Hengerer of Buffalo, and L. Bamberger & Company of Newark, saw news value that would lead to sales in shoes made of the new leather. They asked the manufacturers from whom they bought to give them a line of children's shoes made out of shark leather.

When the Ocean Leather Company discovered that by personal selling it could overcome the inertia of manufacturers' salesmen, it decided to utilize another by-product to get even closer to the final consumer and at the same time to enlist in the company's service that very powerful advertising medium, the tongue of the small boy. As the hides are shipped out to the manufacturer, tags are now sent from the tannery, each bearing a shark tooth. A sufficient number of tags are sent with each hide so that one can be attached to every pair of shoes. The outside of the tag bears the big label "Shark Leather." The inside shows the picture of a shark in its native coral sea and tells the boy that the leather uppers of the shoes came from a shark. A few words of description concerning the armor which protects the shark and information about a Government test make up the rest of this tag, and on a string so that the boy or girl can wear it as a charm around the neck, is the wicked-looking tooth of the shark. Any boy getting back to the neighborhood gang after his mother has bought him a pair of shark leather shoes, shows the tooth, displays the shoes and the next time a new pair is needed, a neighbor of little Johnny Jones is more than likely to say, "Why don't you get me a pair of shark leather shoes like the ones Johnny's mother bought him?" It is safe to believe that in addition to the shoes, he has in mind that shark's tooth which John has been showing around the neighborhood. The shark tooth seems to stimulate

the "style" conversation of the young ladies of the neighborhood also.

After the Ocean Leather Company had discovered that working with the retailer added impetus to orders from manufacturers, it decided upon additional selling force by reversing the process. The company, keeping in direct contact with manufacturers both by letters and direct-mail advertising, urged them to give the tannery names of new retailers who were ordering shoes, about whom the company might not have heard. For it was perfectly natural that when bell-wether stores in many different cities took on the new product, smaller stores in the neighborhood and shoe retailers and department stores in other cities would write to the manufacturer for this new type of shoe. When the shoe manufacturer advised the tanner about his new list of customers, the company wrote to the whole list and furnished booklets about the shark, its habits, and the leather made from its hide, with the retailer's name imprinted on each booklet. The company also sent to these new outlets hides and skins to dress their windows, designed special window displays featuring the shark and supplied other unusual dealer helps.

The only connecting link between this tanner of leather taken from the depths of the sea and the boy or girl who finally wears the shoe to school is the shark tooth on a string enclosed in the tag attached to each shoe. Yet this connecting link seems to be proving so interesting to young people in all parts of the country, and so many letters have been received concerning it, that the company sees the day when it will come to consumer advertising to make boys and girls and their parents familiar with the fact that shoes made of shark leather can be obtained at their local retailers. When this day comes, the Ocean Leather Company will be able to say that it is probably the only company in the world which came into the fold of national advertising through the medium of the tooth of a shark.

... Where quality in merchandise
finds distinction in presentation

COLOR PAGES

in

THE CLASS GROUP

covering Better Homes—inside and out

comprising

HOUSE BEAUTIFUL	COUNTRY LIFE
ARTS & DECORATION	ARCHITECTURE
GARDEN & HOME BUILDER	

Tell effectively the story of the beauty and utility of your product to people with the taste to appreciate and the money to buy.

Walter C. McMillan, Inc.

565 Fifth Avenue

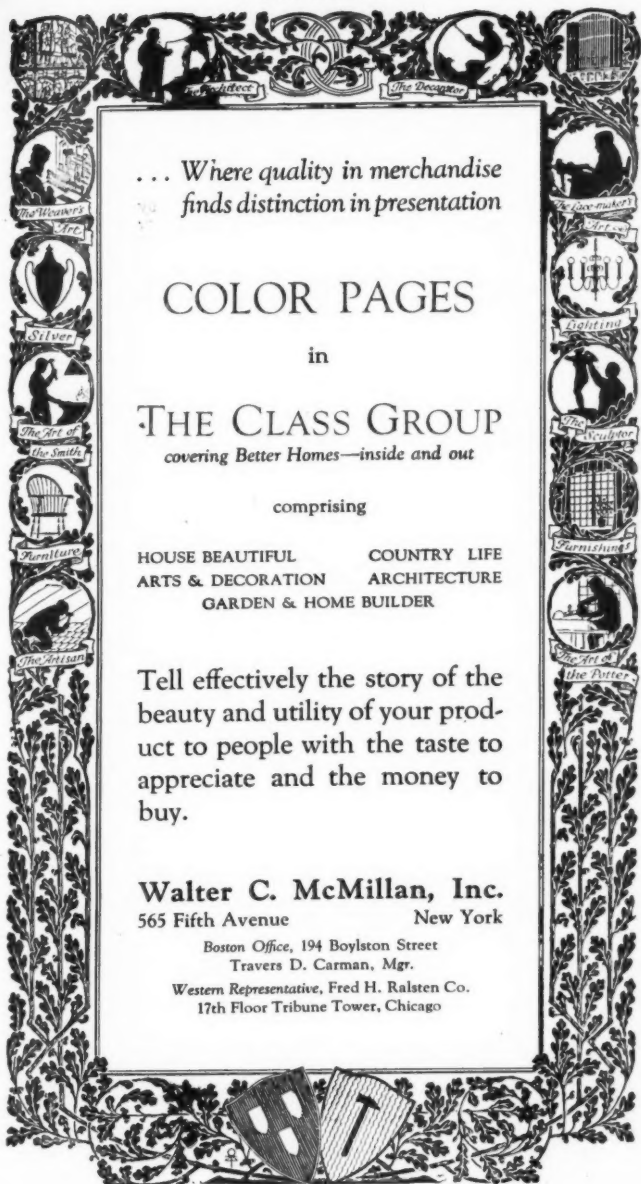
New York

Boston Office, 194 Boylston Street

Travers D. Carman, Mgr.

Western Representative, Fred H. Ralston Co.

17th Floor Tribune Tower, Chicago



General Outdoor Adv Co



I know they're GOOD!

"Uneeda Bakers"

bake them

NATIONAL
BISCUIT COMPANY
"Uneeda Bakers"



THE ELITE AMONG AD

are consistently present in Outdoor Advertising—some of them over decades is a well-defined reason why this is so. First—because our medium does p Cooperation is won at the same time that the full power of Impression and

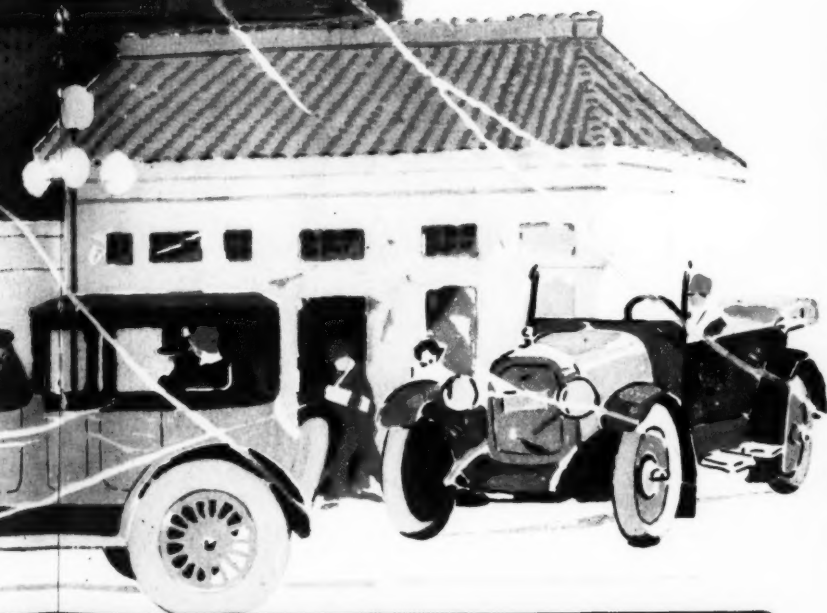
550 West 57th Street
New York City

General Outdoor Advertising

Branch Office in 52 cities

are GOOD!
eeda
kers"
e them

NATIONAL
BIT COMPANY
eeda Bakers"



AMONG ADVERTISERS

em over decades as is the case with the National Biscuit Company. There
medium *does produce sales* and next, by reason of the fact that Dealer
Impression and Sales Pressure is actually engaged in selling the consumer.

Outdoor Advertising Co.

Branch Office in 52 cities

Harrison & Loomis Sts.
Chicago, Illinois

for 1926

No Advertising Campaign is Complete without Adequate Space Aimed Directly at the Retail Grocer ~

THE retail grocer has always been an important factor in the success of any grocery specialty

With the number of well advertised specialties rapidly increasing, he is more of a factor today than at any time in the last twenty years

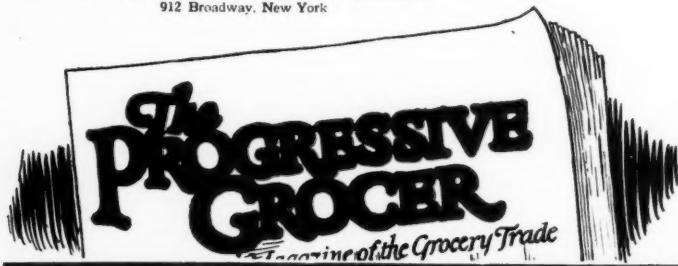
Advertising to important grocers amplifies the results of advertising to the consumer. Sell the grocer and he will help you sell the consumer.

Many of the best-known national advertisers in the grocery field use space consistently in THE PROGRESSIVE GROCER to supplement and intensify their advertising to the consumer and their direct efforts upon the jobber and the dealer. And the list is steadily growing.

A campaign of double pages in color, every month, costs less than 12 cents per dealer for the entire year's campaign to 50,000 substantial grocers.

THE PROGRESSIVE GROCER has done what many people said couldn't be done. It has established itself in the grocery trade as a business paper that is on a par with the leading papers in any field. It has built a following of readers and an influence that the grocery trade has never had before.

TRADE DIVISION
THE BUTTERICK PUBLISHING COMPANY
912 Broadway, New York



More Light on Who Pays When Advertising Agent Fails

Some Pertinent Information Was Brought Out Recently in Connection with the Insolvent Estate of the Atlas Advertising Agency, Which Failed in 1921

MORRIS, PLANTE & SAXE
New York, December 28, 1925.

Editor of PRINTERS' INK:

OUR attention has been attracted by the inquiry of Henry E. Millar appearing on page 86 in your issue of December 3, 1925, and your response thereto, with reference to the responsibility of the advertising agent to answer to the publisher for the payment for advertising published by the latter upon the agent's order.

The question is one of importance to publishers, advertising agencies and advertisers, readers of your publication, who will undoubtedly be interested in the following:

As we pointed out in the brief opinion which was published in the January 30, 1919, issue of PRINTERS' INK on page 70, the course of dealing, in pursuance of trade customs and usages long established in the advertising field, in the absence of a special form of contract showing clearly a contrary intent, is usually such as to sustain the contention of the publisher that the agency, individually, is solely responsible to the publisher for the payment for advertising published upon the order of the agency, and that there is no privity between the advertiser and the publisher, either directly or by reason of the representation of the advertiser by the agency, and hence no liability on the part of the advertiser to the publisher.

In other words, the agency as regards the publisher contracts on its own responsibility and as to the publisher its liability is that of an independent contractor liable to the publisher for the advertising ordered and looking to the advertiser for reimbursement according to the terms of its contract with the advertiser, a contract to which the publisher

is not a party and with which he has no concern.

This view of the "agent's" liability was adopted many years ago in *Clegg v. New York Newspaper Union*, 72 Hun. (N. Y.), 395 at 396, in which the General Term (now the Appellate Division) of the New York Supreme Court said:

For some years prior to 1876 the plaintiff was engaged in the city of New York in securing from persons, firms and corporations advertisements to be published in various newspapers. He is described in the case as an "advertising agent," but he is neither an agent of the advertisers nor of the publishers. He makes agreements with those wishing to secure the publication of their advertisements to procure their publication in certain newspapers for certain sums, and contracts with the papers, or those representing them, to publish the advertisements at rates agreed on. The difference between the rate paid to the newspapers and the rate which he receives from the advertisers is his profit.

The precise question under discussion was tried out by us this month in connection with the insolvent estate of the Atlas Advertising Agency. That agency failed in 1921 largely indebted to publishers of newspapers, magazines and periodicals. Equity receivers were appointed by the United States District Court for the Southern District of New York. The settlement of the estate was delayed pending litigation over certain advertising accounts shown on its books to be due the agency at the date of failure. Recently, the receivers, at the instance of other creditors of the agency, whose claims were for loans made to the agency, objected to all claims of newspapers, magazines and periodicals upon the ground that the Atlas Advertising Agency in ordering publication of the advertising acted merely as agent for the advertisers, was not itself liable to the publishers for the

cost of such advertising and that the publishers must look to the advertisers for payment.

All the newspapers concerned were members of the American Newspaper Publishers Association and it was arranged that certain of their claims should be tried as test cases, the decision thereon to control as to all newspaper, magazine and periodical claimants.

In behalf of the newspapers it was proved that at the inception of the agency it made written application to the American Newspaper Publishers Association and to the Publishers Association of New York City for recognition, and in support thereof, then and from time to time thereafter, submitted written statements of its financial condition, in order that it might obtain from the members of such associations credit for the advertising published; that such recognition was granted and credit thereafter allowed by the publishers; that the accounts for advertisers were carried on the books of the agency as accounts payable due the respective publishers; that the accounts with advertisers were carried on the books of the agency as accounts receivable due from the advertisers; that no segregation or specific application was made of moneys received from advertisers; that payment was made to publishers on the due dates from the general funds of the agency regardless of whether the funds were obtained from advertisers, loans or other sources; that accounts due from advertisers were pledged by the agency as collateral security for loans, the proceeds of which were mingled with the general funds of the agency and applied in payment generally of the obligations of the agency; that the agency entered into space contracts with the publishers in advance of definite orders or contracts from the advertisers, basing the same upon estimates of the probable requirements of the advertisers for the period covered; that these methods were the same as employed by the advertising agencies placing a great bulk of national advertising

in newspapers, magazines and periodicals in the United States, most of the agencies referred to being members of the American Association of Advertising Agencies of which the Atlas was a member, and were in conformity with the general customs and usages of the trade; that some months prior to the receivership the Atlas agency applied for and obtained a ninety-day extension on its indebtedness to newspapers, magazines and periodicals; and that following the failure of the Agency its receivers collected as general funds of the estate, all collectable accounts receivable on the books of the agency due from advertisers, such collection and treatment by the receivers being inconsistent with the theory forming the basis of the objections filed that the agency acted only as agent and hence that the accounts were actually due from the advertisers to the publishers.

Neither the receivers nor the other creditors at whose instance the receivers filed the objections were able in any respect to meet or overcome the publishers' case. The Special Master, Edwards S. Childs, Esq., before whom, under court order, the cases were tried, thereupon announced his decision that regardless of the question whether the relation existing between the advertiser and the agency was that of principal and agent, which he did not find it necessary to pass upon, it was conclusively established that the Atlas agency had contracted with the publishers upon its own individual credit and responsibility and that in so doing it acted in entire conformity with the customs and usages prevailing in the trade; and he thereupon overruled all objections and sustained the claims against the agency of all publishers, whether of newspapers, magazines or periodicals.

We think that generally it can be thus established that the agency, and not the advertiser, is liable to the publisher. Cases furnishing an exception from the general rule will occasionally arise, but they

\$10,000,000 Development for Birmingham in 1926

The United States Steel Corporation has just announced new plants for Birmingham that will cost upward of ten million dollars to be constructed during 1926. After a thorough survey and analysis of the district by Judge Gary, personally, and other high officials of the company, it was decided that vast expansion was necessary, in addition to the hundreds of millions already invested by the corporation in Birmingham.

Industries Are Running at Full Capacity

Every industry in and around Birmingham, including the United States Steel Plants, is running at peak production, and even this pace cannot supply the demand for Birmingham-made products. With iron and steel bringing record prices, enough orders are already on hand to insure full-time production during the greater part of 1926.

No Question Now About 1926

With its weekly payroll of more than \$4,000,000 increasing each week, with literally thousands moving here, where they find ready employment, there is little doubt that 1926 will be the banner year of Birmingham's history.

Cover This Rich District At One Cost With

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

KELLY-SMITH CO.

New York

Chicago

Boston

Philadelphia

J. C. HARRIS, JR.

Atlanta

will in each instance rest on particular facts or special forms of contract as you have already pointed out.

MORRIS, PLANTE & SAXE,
By Guthrie B. Plante.

A. N. P. A. Adds Protest to Railroad Rate Increase

IN the December 3, 1925, issue of **PRINTERS' INK** an article appeared under the title: "Publishers Protest Railroad Rate Increase," in which reference was made to the fact that the American Publishers Conference had delivered a most unusual petition to the Interstate Commerce Commission. In this petition, the American Publishers Conference entered a vigorous protest against any increase in the present rate of railway mail pay. The objection was based on the grounds that if the increase requested by the railroads were granted, the result would be to tend toward a further increase in the postal rate on second-class mail.

The petition bore, as an appendix, the names of the following organizations which are members of the American Publishers Conference: The Agricultural Publishers Association, Associated Business Papers, National Editorial Association, National Publishers Association, and Southern Newspaper Publishers Association.

On January 4, the American Newspaper Publishers Association filed a similar petition with the Interstate Commerce Commission. This petition is signed by S. E. Thomason, president of the American Newspaper Publishers Association. The petition requests a sweeping inquiry by the Interstate Commerce Commission into the present practice of the Post Office Department in the handling of mail transportation. It states that, if permitted to intervene, the newspaper publishers would submit evidence and proof of seven points.

One of these points is that the cost of postal transportation of newspapers is excessive as com-

pared with the cost of other methods of transportation and distribution involving substantially similar service.

A second point is that this excessive cost results, in part, from the present practices of the Post Office Department with respect to the transportation and distribution of the mails. It is also pointed out that for certain specific services of transportation only, the publishers pay the Post Office Department on an average in excess of \$1.70 per hundred pounds for a haul of 150 miles or less, whereas railroad and other carriers competing for similar shipments offer rates ranging from 30 to 90 cents per hundred pounds for the same distance, and that express companies offer rates ranging from 50 cents to \$1.00 per hundred pounds.

A very interesting point is further made that rural mail carriers are not paid according to the number of hours they work or the volume, weight or value of the mail they carry, but solely by the number of miles they travel. It is claimed, therefore, that the expenses of operating these rural routes is not increased by increasing the volume of second-class mail matter and that neither is the expense reduced by a decrease in the volume of second-class mail matter.

John Magee Joins Calkins & Holden

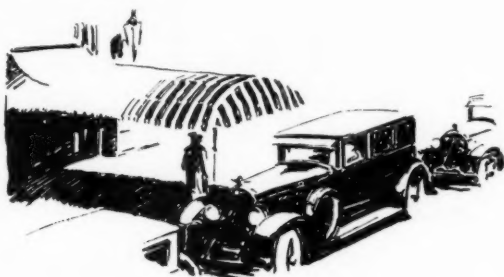
John Magee, formerly with the Curtis Publishing Company, Philadelphia, has joined the staff of Calkins & Holden, Inc., New York. At one time he was with the Manternach Company, Inc., Hartford, Conn., advertising agency.

P. G. Lambert with Brecht-Pollard

Paul G. Lambert, formerly of the advertising department of the Armstrong Cork Company, Lancaster, Pa., is now with Brecht-Pollard Inc., advertising service, of that city.

Death of Emmett Derby Boyle

Emmett Derby Boyle, publisher of the *Nevada State Journal*, Reno, Nev., and governor of Nevada from 1915 to 1923, died at Reno on January 3.



a breakfast table auto show

WHILE Detroit is naturally versed in things automotive, it will, as it has for years past, secure a complete résumé of the motor car world through the columns of The Free Press Auto Show Number, at the breakfast table, Sunday morning, January 24th.

Motor car or accessory manufacturers who expect to both tell and sell the great market that Detroit represents, will turn naturally to the columns of The Detroit Free Press, not only at Show time, but throughout the remainder of the year.

**FREE PRESS
ANNUAL
AUTO SHOW
NUMBER**

**Sunday,
January 24.**



**The
Detroit Free Press**

VERREE & CONKLIN, Inc.

National Representatives

*New York Chicago Detroit
Kansas City San Francisco*

11,100 Cleveland circulation for 2c a line!

Effective January 1st, 1926, National Advertising flat rates for the Cleveland Press will be 37c a line. This is an advance of 2c a line in rate—the first rate increase in more than 5 years.

Here are some facts:

Since October 1, 1923, The Press has *gained* 11,100 circulation and increased its rate 2c; Daily Plain Dealer has *lost* 6,903 circulation and increased its rate 2c; Daily News has *lost* 11,084

The Cleveland

FIRST
IN
CLEVELAND!

NATIONAL REPRESENTATIVES—

250 Park Ave., New York City

CLEVELAND, CINCINNATI, SAN FRANCISCO, SE

circ
rate

We
this
fact

large
OR

pape

circ

Clev

large

all C

milli

ALLIED N

410 N. M

ISCO, SE

circulation and increased its rate 4c.

* * *

We make no attempt to interpret this peculiar phenomena but the fact remains that The Press has the largest city circulation of any daily OR SUNDAY Cleveland newspaper, the largest city and suburban circulation, the largest True Cleveland Market circulation, the largest total daily circulation in all Ohio—at Cleveland's lowest milline rate.



Cleveland Press

ALLIED NEWSPAPERS, INC.,

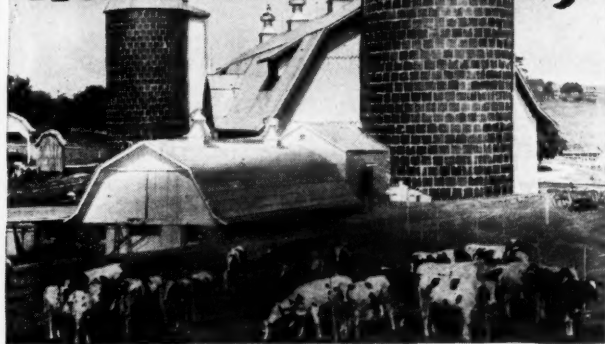
410 N. Michigan Blvd., Chicago

SAN FRANCISCO, SEATTLE, LOS ANGELES



Buyers-Plus

A Cream Check A Day



Series 12

"I like the publication that is forging ahead in every way," says a well known advertising man.

THE DAIRY FARMER has had for three successive years:

An increase in circulation averaging 50,000 each year.

A substantial increase in advertising lineage each year.

A large increase in the number of individual advertisers that have made the publication a successful part of their campaign in the farm press.

THE DAIRY FARMER serves 250,000 of the most prosperous farm homes in the country. Be sure to get your share of this Cream Check in 1926.

THE Dairy Farmer

E. T. MEREDITH, PUBLISHER
DES MOINES, IOWA

Wall Street Gives a Good Tip to Charity Advertisers

Work of Its Protege Put on Business Basis and Investment Copy Seeks New Shareholders, Not Donations

By Bernard A. Grimes

SMOKING their after-dinner cigars, an editor and his host, a prominent banker, fell into a philosophical discussion. "What in your opinion," asked the editor, "is the greatest wealth of the nation?" He anticipated the reply. It would be industry, trade, employment of all the people or some other economic preachment.

To the editor's astonishment, the banker's answer referred to none of these. "The wealth of the nation," he thoughtfully pondered, "lies in the character of the next generation. Bank deposits, fertile fields, mines rich in minerals, huge and efficient industrial enterprises, what are these when the present leaders lead no more? Only a heritage.

"A tremendous heritage to be sure," continued the banker, "but like all heritages, capable of being dissipated by those to whom it is left in trust. As I see it, our duty is to insure this inheritance so that when it passes on, we will have provided for its conservation with a generation trained to carry on so that it will continue to yield dividends."

As the banker continued his musing, the editor thought of the late Dr. Conwell, who delivered his famous lecture "Acres of Diamonds" to thousands. "Acres of Diamonds," was used figuratively by Dr. Conwell but may be very aptly applied to New York's East Side. Every ragged little urchin of the thousands on its streets is a diamond in the rough. This diamond field is at the doorstep of Wall Street and its financiers are fully aware of the rich possibilities of this field. In fact, they have been engaged in financing polishing operations for only one year short of a half-century.

This movement was started by

E. H. Harriman. It has developed each year. Now, more money is needed and in advertising for funds it was very appropriately decided to use copy that resembled the usual financial advertisement.

This stock offering was announced to the public, during

[illegible]

EVERY DETAIL OF THE USUAL FINANCIAL OFFERING ADVERTISEMENT IS DUPLICATED IN THIS PIECE OF CHARITY COPY

Christmas week, in an advertisement which appeared on the financial pages of New York newspapers. The copy has all the characteristics of the usual security offering advertisement which makes a bid for the interest of seasoned investors. It is largely devoted to a statement from Charles H. Sabin, who, in addition to his other corporate affiliations, is

president of the business which operates under the name of the Boys' Club of New York. He sets forth a complete accounting of the club's history, including an inventory of its assets and raw materials, its revenue and earnings, franchises and dividend record.

That the bankers who have undertaken to syndicate this issue are offering a sound business proposition is evidenced by the statement that dividends have been paid continuously for forty-nine years in happiness and service.

"Outstanding 70,000 shares," the copy reads, "each share a New York East Side boy, preferred as to possibilities. Redeemable in the future at par and then some. Dividends guaranteed. These boys will be listed on the future of New York in every walk of life."

Under the caption "Business and Territory," the president has this to say regarding production and distribution:

The Boys' Club of New York was organized in 1876 to engage in the business of making Americans. It operates and serves New York's East Side, which territory, though small in area, is teeming with boy power.

The gross business done at the present time takes care of 7,000 boys, 1,500 a day go through the Club's manufacturing plant. It is proposed to build other plants with money received to take care of a larger proportion of the 70,000 boys located in the territory served.

Referring to the manufacturing plants of the business, Mr. Sabin reports that "all equipment is of modern, boy-proof construction, capable of handling raw material from the crude state to the finished American product." Precaution also has been taken against any summer slump. In fact, the foresight of the management has so straightened out its operating curve that summer business makes the operation of two plants necessary for the development of brain, brawn and bronze.

The supply of raw material is almost unlimited, according to the advertisement. It carries a high percentage of talent, character and citizenship, all ready for conversion at low cost.

Stock is offered at \$20 a share, which gives a boy full privileges

at the club during the winter and two weeks at camp in the summer. Following the statement of the president, there are listed the names of the bankers who are syndicating the issue. The advertisement closes with a coupon to be returned with a check in payment for the reader's subscription.

PRINTERS' INK believes that the advertisement has many advantages of merit which might prove valuable to prospective charity advertisers and has gone behind the scenes to get the facts on its development. While the Club's supporters represent the general public, representatives of Wall Street institutions form its backbone. There are a number of men prominent in advertising work who are interested in the Club's activities and it was thought, at first, that their interest might reveal a clue as to the preparation of the advertisement.

It was learned, however, that the advertisement is solely the work of two bankers, Francis H. Sisson and Eliphalet N. Potter. They were discussing new approaches to the public when Mr. Sisson commented on a successful campaign for funds which was conducted by a hospital in the financial district. Under this plan, a bond issue was floated, each donor subscribing to a pseudo bond.

Mr. Potter was impressed with the possibilities of such a plan and suggested that, for its next drive, the Club should make an issue of preferred stock. He submitted the terms under which such an offer might be worded and, under Mr. Sisson's direction, the copy was prepared. A syndicate of Club trustees was formed. The syndicate, in addition to underwriting the expense of the campaign so that all money received would go directly to the Club, followed through every detail that enters into an important financial transaction.

Each banker whose name was signed to the advertisement sent out circulars to the entire list of his concern's customers. These lists represent the pick of the investing public. They are high-

What's Regional Advertising? Look at This Map



"BUY WHAT YOU CAN USE"

To the National Advertiser whose product has only Regional Distribution—

To the Agency representing such Accounts—

The Christian Science Monitor's plan of "Regional Advertising at Regional Rates" is well worth your early attention.

For Regional Rates See the Map

Ask Any Monitor Advertising Office for Full Information

The CHRISTIAN SCIENCE MONITOR

Advertising Offices

Boston
New York
Philadelphia

Chicago
Cleveland
Detroit
Kansas City

San Francisco
Los Angeles
Seattle
Portland

London
Paris
Florence

*An International Daily Newspaper Publishing
SELECTED ADVERTISING*

grade lists of known prospects, each list being carefully culled so as to eliminate all dead wood. In all, a total of approximately 30,000 such prospects received these circulars.

Eight days after the advertising appeared in the newspapers, Mr. Sisson was asked to comment on the results produced to that date. He replied that returns so far received amounted to more than \$30,000 and, judging from the way in which subscriptions were being received, it appeared as though a total of about \$60,000 would be reached shortly.

Some keen judges of investment values, he said, were taking large blocks of the stock, a recent mail delivery bringing in an order for fifty shares while two earlier subscribers each remitted for 100 shares each. In a number of instances, the orders were accompanied by the coupons from the advertising.

The campaign has caused a great deal of comment in financial circles, even coming up for discussion at directors' meetings of several boards of which Mr. Sabin is a member. Various charitable organizations, according to Mr. Sisson, have expressed a desire to be posted on the progress of the campaign.

Members of the syndicate were especially pleased to learn that two of the newspapers in which the advertising appeared were so sold on the investment that they returned orders in amounts equal to the charge for advertising. The agency which handled the advertising also invested its commission in the stock.

As a departure in the advertising of a charitable activity, those responsible for its adoption have profitably made use of several essentials for good copy. First, they have succeeded in placing their copy where their prospects will be certain to see it. Having secured attention, the copy proceeds to talk to its audience in terms which it understands and to which it should be responsive. Third, having endeavored to convince the reader with a thorough sales talk,

it furnishes a coupon to assist him in taking the final step promptly.

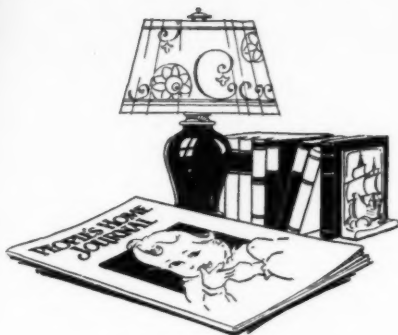
The principal accomplishment, however, is that instead of making this charitable enterprise lean solely on sympathy and generosity, this advertisement makes it stand on its own feet. By emphasizing investment possibilities, rather than donations, it awakens an interest in the institution and its future whereas, with a donation, the donor is more apt to let the matter end with his contribution.

Another interesting phase of the publicity methods of the Boys' Club is evidenced in its annual report. Richard A. Strong, of Strong, Hewat & Company, treasurer, does not believe that contributors care to read page after page of statistics and charts in accounting for the stewardship of a charitable enterprise. Only one brief statement is given in the reports which are sent each year to supporters of the Boys' Club. For instance in the 1925 report, the greater part of the sixty-two pages are given over to recording the work of the Club with illustrations of everyday events. The report is full of boy-interest and gives the reader a comprehensive and intimate insight into the activities to which the youngsters devote their energies.

The report concludes with a list of firms and individuals who have followed the suggestion of the Club and have taken a personal interest in their preferred shares by adopting a boy. Several guardians whose names are listed will be recognized for their advertising associations. These are: Bartlett Arkell, J. H. Bragdon, J. K. Fraser, Harrison K. McCann, Gilbert Kinney, Waldemar Kops and The Fleischmann Company, which stands sponsorship for six boys.

S. B. Galey with Geo. R. Wilson

Straud B. Galey, who has been covering the Michigan territory for the last four years for *The American Magazine*, New York, has become associated with Geo. R. Wilson, publishers' representative, Chicago.



"We love the PEOPLE'S HOME JOURNAL for its sincerity of purpose, its sunny cheerfulness and its sympathetic helpfulness."

Such is the People's Home Journal, as its readers know it.

Frequently we are asked, "Why is the People's Home Journal so well loved by its large family of readers?"

It is *personality*.

We all love and admire the personality of a true friend, and enjoy his companionship above all others. So with the People's Home Journal.

The service departments under the guidance of Miss Katherine Clayberger, in co-operation with Pratt Institute—the fiction by Chart Pitt, Agnes Louise Provost, Norma Patterson and others—the Peter Rabbit stories, for children, by Thornton W. Burgess—the editorials by Dr. Allen Stockdale, all contribute to this vital personality that makes People's Home Journal a true friend in an ever widening circle of homes.

Because of this personality, advertisers have found that we offer them a market that is unusually responsive.

PEOPLE'S HOME JOURNAL

950,000 Net Paid

With a grasp that Equals

And what a reach that is!

This very week Progressive Farmer and Farm Woman's practical, plain-spoken message is going into 475,000 Southern farm-homes.

Think of it! Nearly half a million prosperous farm-homes! . . . the biggest buyer-group, and the most amenable, ever any farm-weekly reaches.

What a field for advertisers with wares worth buying!!!



*The whole family
reads The Progressive
475,000 whole*

The whole family indeed does read it! It is planned to grasp the mind of every man, woman and child in the farm-home. It is as many-sided as it is interesting; as comprehensive as it is practical; its family appeal is inclusive.

A general tabulation of the broad scheme of this farm-weekly shows the deft proportions of topics in relation to consumer-influence. Study that table a while . . . it can tell a story to the advertising campaigner. Analyze it, and you will perceive why the Progressive Farmer and Farm Woman grips its people as it does . . . and why it is the pluperfect buy it is for advertising.

its Reach

The All-Embracing Whole-Family Appeal of the Progressive Farmer and Farm * Woman summed up by major topics, and stated in round numbers, the year's editorial and textual proportions figure like this:

Concerning Women Chiefly
58,000 Lines

Pictorial Features

42,000 Lines

Horticulture

37,000 Lines

Animal Husbandry

34,000 Lines

Special Articles, etc., on

Farming in General

130,000 Lines

Educative, Ethical and of

Civic Interest

74,000 Lines

Cotton Culture and Its

Relations

20,000 Lines

Farm Management and

Business Tactics

23,000 Lines

Poultry Keeping

14,000 Lines

Fiction, Humor and

Entertainment

40,000 Lines

For the JUNIOR Element

Specialty

20,000 Lines

Farmer & Farm Woman families every week!

As you see, it's not any wonder the whole family reads it through and through. And what a lot that can be made to mean to an advertiser!

Is there a copy of DIXIE DATA Book on your desk? Then let us put one there. Send your address.



EASTERN REPRESENTATIVE—Wallace C. Richardson, Inc., 250 Park Avenue, New York City.
WESTERN REPRESENTATIVE—Standard Farm Papers, Inc., 307 N. Michigan Avenue, Chicago, Ill.

Pretty Hard-Boiled and Shrewd, are the Mail-Order Space Buyers

Results is the only thing that counts with them. They will try a publication once, upon the proper presentation of the market it reaches, but if it does not make good, there is no repeat business.

The repeat business is what enables us to show a three-year leadership in advertising lineage—1923-24-25 inclusive.

Publication	Lines
Household Journal . . .	393,122
Comfort	392,574
Mothers Home Life	314,626
Vickery & Hill	303,105
Everyday Life	283,972
Gentlewoman	278,081
Home Friend	265,576

(Adv. Record Co. Figures)

**700,000 mail delivered, paid-in-advance,
at 2.75 per line and 1550 per page.**

The **HOUSEHOLD JOURNAL**

IRA E. SEYMOUR, Adv. Mgr.
Batavia, Illinois

Chicago Office
Rhodes & Leisenring, Managers
Bell Building, 307 Michigan Blvd.
Central 0937

New York Office
A. H. Greener, Manager
116 W. 39th St.
Room 634

This Decision May Better Our Trade-Mark Status Abroad

The Patent Office Decides That Prior International Registration Prevents Domestic Registration

*Washington Bureau
of PRINTERS' INK*

SOMETHING of a controversy has occurred over a decision of the examiners of the trade-mark division of the Patent Office and, culminating in a decision of the commissioner, constitutes the first case of its kind. It is well worth the study of trade-mark owners and applicants for the reason that it will undoubtedly bring into the field of recognized marks many additional registrations. Also, the case may tend eventually to win better recognition for American applicants abroad.

The case grew out of a decision of the trade-mark examiners that the Gene-Vall Cigar Company was not entitled to register the words "High Life" as a trade-mark for cigars, in view of the registration of the same words by one "Inguanzo," under the act of 1920, and based on a certificate of an international registration, filed with the International Bureau at Havana.

On November 4, this decision was upheld by the Patent Commissioner in an opinion by Assistant Commissioner Fenning, and the official report of the decision indicates that the international registration was based on a Cuban registration granted September 20, 1922, on an application filed August 1, 1919.

In appealing from the decision of the trade-mark examiners, it was held that the Patent Office had no right to consider the international registration and give it precedence over an American trade-mark. But the examiners thought that if the registration of the Gene-Vall Cigar Company were allowed, it would place the Patent Office and the Government in a very poor light, since we have encouraged the people of the Southern countries to become members of the International Bureau at Havana. Hence, they be-

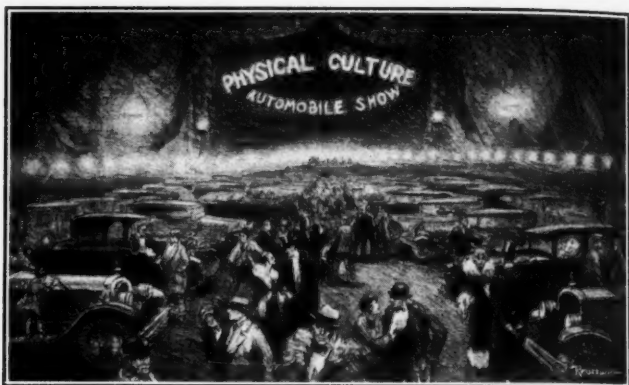
lieved that it was necessary to recognize and give full force to a registration of the bureau when transmitted to the Patent Office. Therefore, the case undoubtedly will bring in many additional marks for consideration, since the decision of the Patent Office is the first judicial ruling tending to secure equal protection for the same mark in all of the Americas.

The decision of the assistant commissioner held that the marks are so similar that their contemporaneous use in this country would be likely to cause confusion, and that, while the Act of 1905 does not specifically prohibit registration in view of an international registration, the Act of 1920 gives to registrations thereunder certain effects, and that the office would stultify itself in granting a registration under the Act of 1905, when the records of the Patent Office show that someone else had a registration for the same mark.

The international mark was registered under the Act of 1920, and it was further held that since there is no provision for interferences with reference to marks registered under this Act, the applicant's remedy was a proceeding to cancel the 1920 registration.

OBJECTS OF THE ORIGINAL BILL

The decision points out that the original bill introduced in Congress, which afterward eventuated into the Act of 1920, was introduced for the purpose of putting into effect the Buenos Aires Convention, and with the object of placing upon the register, in the United States Patent Office, marks communicated by the International Bureau. The decision further explains that the purpose of the law is to put into effect that international arrangement which, in its broad aspect, provided for the protection, in each of the adhering



Our Own Motor Show

183,000 Automobile Owners

120,000 Prospective Buyers

A QUESTIONNAIRE recently answered by 4,750 readers of *PHYSICAL CULTURE* revealed the fact that 2,907 or 61 per cent were automobile owners, while 1,946 or 40 per cent expected to buy a new car within two years.

These percentages applied to *PHYSICAL CULTURE*'s guaranteed circulation of 300,000 indicate a total of 183,000 car owners and 120,000 prospective car buyers.

These figures should be of interest not only to automobile, tire and automotive accessory advertisers, but to *all* advertisers, for they prove conclusively the remarkable buying power of the more than 300,000 *PHYSICAL CULTURE* families.

The questionnaires not only determined the number of car-owners and prospective buyers, but also the kinds of cars they now own. A partial list appears on the opposite page.

WILL automobile advertising in *PHYSICAL CULTURE* pay? Judge for yourself.

A similar questionnaire in 1920 showed Chevrolet in *sixth* place with an indicated ownership of 3,330 cars. During 1924, Chevrolet advertised in *PHYSICAL CULTURE*. The 1925 questionnaire shows Chevrolet in *second* place with an indicated total of 14,490, a gain of 11,160, or over 335 per cent increase.

It costs a little over half a cent apiece to reach 120,000 prospective buyers with one full-page ad in *PHYSICAL CULTURE*.

Cars Owned by Readers

	<i>Number Reported by 4,750 Readers</i>	<i>Percentage Applied to Entire Circulation</i>
Ford	1,160	73,080
Chevrolet	230	14,490
Dodge	227	14,301
Buick	212	13,356
Overland	132	8,316
Studebaker	125	7,875
Maxwell	58	3,654
Hudson	53	3,339
Oakland	48	3,024
Nash	46	2,898
Willys-Knight	42	2,646
Oldsmobile	42	2,646
Essex	38	2,394
Cadillac	32	2,016
Star	31	1,954
Hupmobile	30	1,890
Jewett	27	1,701
Franklin	24	1,512
Paige	22	1,386
Reo	22	1,386
Chandler	19	1,197
Packard	17	1,071
Durant	15	945
Marmon	11	693
Chrysler	10	630
Cleveland	8	504
Velie	8	504
Jordan	7	441
Gardner	7	441
Pierce Arrow	6	378
Moon	6	378
Kissel	5	315
Lincoln	4	252
Peerless	4	252
Stutz	4	252
Flint	4	252
Grant	4	252
Stearns	3	189
Rickenbacker	2	126
Locomobile	1	63
Wills St. Claire	1	63
37 Others	84	5,229

Physical Culture

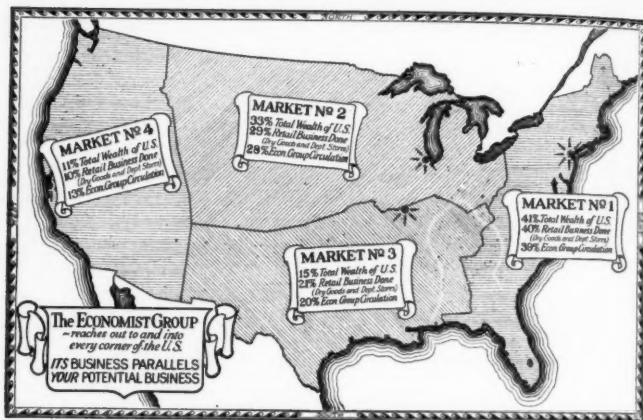
W. C. W. DURAND, Advertising Director

1926 Broadway

New York

FLEXIBLE—EFFECTIVE—ECONOMICAL

Only the Economist Group offers full coverage of the U. S. dry goods and department store market—



"TELL AND SELL THE MERCHANT—HE'LL TELL AND SELL THE MILLIONS"

TO reach the key persons in the 10,000 foremost stores—

DRY GOODS ECONOMIST

A national weekly, for seventy-nine years the accepted big-store authority in matters of merchandising. A constant aid to the leading merchants in almost 3,000 cities. (Write for sample copy and further facts.)



TO reach dry goods stores, en masse or by market sections—

MERCHANT- ECONOMIST

A zoned fortnightly, in four editions from New York, Chicago, St. Louis and San Francisco, each geared to fit the special buying and selling needs of its marketing section. (Write for sample copies and further facts.)

The ECONOMIST GROUP

NEW YORK (239 West 39th Street)

Offices in ten major cities

More than 30,000 stores in more than 10,000 key centers—stores doing over 75% of the country's retail business in dry goods and department-store lines.

countries, of trade-marks of owners living in the other adhering countries, and continues:

"We must therefore interpret our laws in a way to show good faith, in an endeavor to carry out that treaty as far as may be, on the part of Congress and the executive departments. To say that Congress intended to place upon our register, marks transmitted from the International Bureau, and then expect the Patent Office to neglect consideration of those registrations, goes beyond a reasonable probability. If we should place upon the register under the Act of 1920 a trade-mark in the name of a foreign registrant, and the next day proceed to place that same mark upon the 1905 register, and so give *prima facie* title to that mark to another party, it would seem that we would stultify ourselves. Such a result is so far against public policy that I am constrained to hold that the examiner of trade-marks was right in rejecting the present mark."

In his appeal, the applicant pointed out that his application was filed before the international mark was placed upon the 1920 register, and that he had priority in date. This claim, however, was not an issue of the case and the assistant commissioner held that although priority was apparent, the only way to try out the question, with respect to the 1920 Act, was by cancellation proceedings, and that so long as the present registration is uncanceled, the application to register must be refused.

New Company Formed to Sell "Dri Seal"

The Dri Seal Company, Los Angeles, has been organized to take over the selling rights of Dri Seal, an oil used in paints, which is made by the Oakley Paint Manufacturing Company, also of Los Angeles.

Buys Control of Mi Lola Cigar Company

Joseph Froelich, head of J. Froelich & Sons, Milwaukee, Wis., leaf tobacco dealers, has purchased control of the Mi Lola Cigar Company, also of Milwaukee.

Registers a Slogan Which Trade Has Adopted

THE COWLES DETERGENT CO.
CLEVELAND

Editor of PRINTERS' INK:

We would like to register with you the following slogan "Good Washing Wins Good Will."

This is a slogan used in the sale of our detergent products to the laundering industry and the textile industry. It is particularly appropriate in the laundering industry and since we adopted it ourselves, we have noted any number of laundries which have recognized its value to them. A number have had it painted on the sides of their wagons.

THE COWLES DETERGENT CO.,
S. H. FELLOWS,
Sales Manager.

South Africa Taxes Income of Sales Agents

The income tax law of the Union of South Africa provides that agents of foreign firms be taxed approximately 5 per cent of the value of goods sold. The American Manufacturers' Export Association made inquiries among American exporters and found that the tax is considered a just and legitimate one, and is looked upon as a part of the agents selling expense.

A. N. Day Joins Yost, Gratiot & Company

Arthur N. Day has joined the staff of Yost, Gratiot & Company, St. Louis advertising agency, as an account executive. He was, until recently, with The Powers-House Company, Cleveland advertising agency, and formerly was with Fuller & Smith.

Norman Olmstead Joins Boston Agency

Norman Olmstead, formerly with the Morse International Agency, New York, and the Manternach Company, Hartford, Conn., has joined the O'Malley Advertising & Selling Company, Boston, as account executive.

J. C. Haggart, Jr., Vice-President, Republic Motor Truck

J. C. Haggart, Jr., has been elected vice-president of the Republic Motor Truck Company, Inc., Alma, Mich. He has been with this company for the last nine years.

L. S. Hamaker Appointed by United Alloy Steel

L. S. Hamaker, associate advertising manager of the United Alloy Steel Corporation, Canton, Ohio, has been appointed advertising manager. He has been with this company for six years.

Danger in House-Organ Advertising

CONDON-MILNE-GIBSON, INC.

TACOMA, WASH.

Editor of PRINTERS' INK:

What has been the experience of private magazines or house-organs of large companies in soliciting advertising?

Any information you can let us have on this subject will be appreciated.

CONDON-MILNE-GIBSON, INC.

A RETAILER, wholesaler or manufacturer who sets out to solicit advertising for an employees' magazine or a house magazine is inviting trouble. The chances are that he will do harm to the prestige of his business and that he will lose money; either in the conduct of the house-organ or in his regular business.

Bear these facts in mind: when an advertiser gets out a company publication without advertising, he is merely getting out advertising material. When he decides to solicit advertising for that publication, he must add advertising salesmen; must guarantee circulation, and must guarantee publication. He thus adds a new business to his existing regular business. He becomes a publisher. And there is no more excuse for an advertiser to enter the publishing business than there is for him to set up an advertising agency or an engraving house.

Such businesses are foreign to him. To compete with established organizations giving their whole time to any one of these propositions, he has to buy expert brains at a premium. We say at a premium, because publishing or engraving or the agency business is but a sideline with the advertiser, and consequently he cannot offer a real opportunity to expert brains. All he can offer is extra money.

An advertiser entering the publishing, engraving or agency business is lost before he starts. Past experience is against him.

So much for money. What about prestige? An advertiser has two classes of prospects to solicit for business for his house magazine: (1) those who sell or

would like to sell his purchasing department, and (2) those who do not. When he hires advertising solicitors, and he will doubtless hire them on a commission basis, where will they go, to the first or the second class of prospects? Won't they go where business is obtained easiest? Won't they follow the line of least resistance?

In approaching the second class of prospects, the solicitor will have to compare the publication he represents with established, independent publications, issued by publishing houses experienced in that subject and devoting their entire time to it. Usually, he doesn't have a chance with such prospects. But with the first class of prospects the story is different. They don't buy space; they buy favor from the manufacturer, wholesaler or retailer who wants advertising for his house magazine. Thus, Mr. Ambitious Advertiser is placed in the position of endangering the integrity of his purchasing department and of laying himself open to grave charges of blackmail and extortion.

FIND OUT THE EXPERIENCES OF OTHERS BEFORE EXPERIMENTING

It is natural, perhaps, that advertisers should often come to the opinion that it is easy to pick up expenses or a small profit on a house magazine. Not many of them have the wisdom to have their advertising agents inquire into past experience on this subject.

The chief reason, so far as we can see, why advertisers are tempted to rush headlong into the publishing business, is the example set by advertising men themselves. Their own hands are unclean. We have said before, and we say it again, that we believe the fact that organizations and clubs composed of advertising men are issuing publications that are filled with advertising, tempts private businesses to do the same thing. Advertising clubs and advertising organizations should be most circumspect in seeing that none of their actions becomes a blot upon advertising.—[Ed. PRINTERS' INK.]

SAINT PAUL Sunday Pioneer Press

AUTO SHOW NUMBER

will be
published

SUNDAY February 7th

THIS newspaper of-
fers the automotive
advertiser

MORE
home delivered
circulation

. . .

MORE
country
circulation

. . .

MORE
state-wide urban
circulation

in the Northwest . . . one
of the Nation's richest and
most prosperous markets,
than any other newspaper in
the Northwest.

In fact no other Twin City
newspaper has anything like
this coverage to offer at any
price.

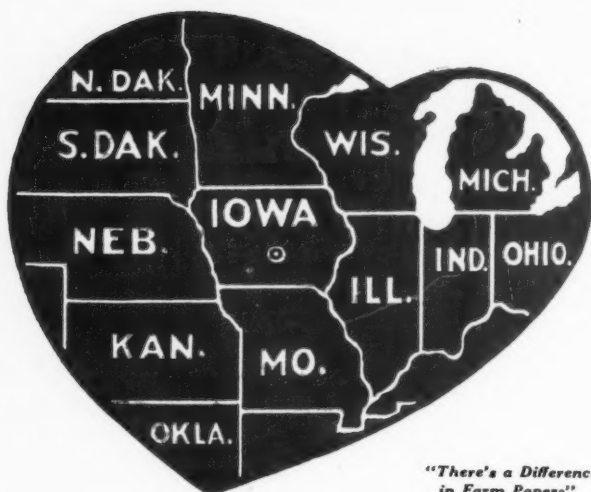
Communicate Direct
or with

O'MARA & ORMSBEE, Inc.

New York
Detroit

Chicago
San Francisco





*"There's a Difference
in Farm Papers"*

When Successful Farming announced its guarantee of advertisers, 23 years ago, this policy was not so common as it is today.

Unbroken confidence of readers, from the first issue, is an important element in producing the unusual responsiveness generally reported by our advertisers.

More than a Million circulation, paralleling the importance of general farming—naturally concentrated in the "Heart States."

MEREDITH PUBLISHING COMPANY

SUCCESSFUL FARMING - THE DAIRY FARMER
BETTER HOMES AND GARDENS

F. O. BOHEN, Advertising Director

E. T. MEREDITH, Publisher, Des Moines, Iowa

SUCCESSFUL

Chicago Office:
123 W. Madison St.

New York Office:
270 Madison Ave.

St. Louis Office:
Syndicate Trust Bldg.

New City
and Bank

Captains of industry agree that 1926 business will be good for those who intensify selling effort.

Scores of leading advertisers have placed increased schedules to reach Successful Farming's million prosperous farm families.

Swim with the tide.

UL FARMING

City Office: .
Bank Bldg.

Minneapolis Office:
Palace Bldg.

Western Office:
Sharon Bldg., San Francisco

The Tampa Telegraph

Tampa's Livest Newspaper

—invites space buyers for accounts seeking fullest representation in Tampa and South Florida to make a thorough investigation into the merit of the claims of our representatives. We suggest that you inquire of local advertising agencies or the largest users of space among local advertisers as to the productiveness of Telegraph advertising.

From the standpoint of reader interest, volume of business carried, and remarkable growth of circulation, the *Telegraph* challenges the world to cite another record equal to that established by this paper.

An organization which has been working together in this field for over five years guides the destiny of Tampa's livest newspaper.

The Tampa Telegraph

Published Every Morning — Line Rates 6c Daily, 7c Sunday

TAMPA, FLORIDA

Representatives

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Detroit Kansas City Atlanta San Francisco

Are Statistics More Convincing Than Words or Pictures?

Precision of Display Lines in Advertising Rivaling the Mathematical Formulas of an Einstein

By Richard Surrey

EVERY now and then I find myself drifting into conversation with someone about the future of advertising. People like to speculate. A certain pleasure is derived from remarking what appear to be "trends" in advertising, in literature, art, politics—or whatever a man is interested in—and a further pleasure arises from the discussion as to whither these trends are likely to lead us.

Thus, you will hear one man suggesting that the art of advertising is tending more and more toward the poster style. Another seems to recognize a tendency on the part of advertising to simulate the news pages of publications. Another thinks advertising is becoming more specific. Another believes it is growing more emotional.

And, of course, enough advertising is produced, and in sufficient variety, to afford support for almost any theory of the kind, if one wishes to dig a little for the evidence.

In an hour or two, for instance, I could select a hundred or more examples that would go a long way toward proving that advertising is growing more arithmetical—more mathematically precise, that is to say, in its claims and assertions.

Another man—or I myself, for that matter—could select in the same space of time a similar number of examples in support of an opposite contention.

One chap holds up a certain type of advertisement and says advertising is becoming more like this. Another chap produces a different example and says advertising is becoming more like that.

Both are right, probably. Advertising, thank heaven, is in a constant state of *becoming*. It is growing in volume and variety.

Like a healthy tree it spreads and shoots and blossoms in many different ways and in many different directions. A tree is not less a tree because in one place it seems to be engaged in producing soft, colorful petals, and in another place toughening its bark or thrusting its ancient roots deeper into familiar ground. So long as it continues to grow, so long as it continues to *become* other than it was a moment back, *we know that the sap is running*.

And there must still be plenty of sap running in advertising when everybody sees different trends and tendencies developing in a score of places at once.

ADVERTISING IS IN FLUX

Advertising is alive! And being alive its development is in accord with those principles of "creative evolution" which Bergson has postulated of all living things. It is in flux, it is in a constant state of becoming.

Just lately, for instance, I have inclined to the view that while British advertising seems to be growing more emotional, American advertising seems to be growing more mathematical. But the extent of these trends, if they actually exist, is not so important as the reasons for their development and the manner or the methods through which they evolve.

The trend in America alone concerns us here.

And it should perhaps be observed, at the outset, that figures and tables and charts and prices and so on have long been a familiar feature of the typical publication advertisement in the United States.

The new development is in the injection of figures into headlines. And this gives rise to the question asked in the caption of this article

—"Are Statistics More Convincing Than Words or Pictures?"

Perhaps the most outstanding recent example of the sort of thing I mean is contained in the advertising of the Chrysler corporation. For about a year this concern has reiterated in practically all of its advertising—in whatever form—three assertions of a distinctly mathematical character:

25 Miles to the Gallon
58 Miles per Hour
5 to 25 Miles in 8 Seconds

I think it will be generally agreed that this kind of heading has greater selling possibilities than such a phrase as "Superlative Performance."

I think it is obvious, also, that the heading—"Saving 8½ per cent Labor Cost in Home Construction"—used by The Long-Bell Lumber Company, is more likely to strike the attention and start the brain functioning than such a phrase as "Building Costs Reduced."

And when the makers of Jack Sprat Bread, advertised as "The Enemy of Fat," use the heading—"Lost 17 Pounds in 4 Weeks"—there can be no question, I think, that the figures are more potent than some such line as "Eat This Bread and Grow Thin."

In cases of this kind, few will dispute that figures are stronger than words.

But *why* are they stronger?

Consider for a moment these statements—"5 to 25 miles in 8 seconds"—and—"Lost 17 pounds in 4 weeks." These headings involve Time—a phenomenon over which philosophers and scientists are constantly quarreling. Some say that Time doesn't exist. The existing or present moment is gone, they say, before it can be conceived. Others, like Bergson and Ouspensky, claim Time to be the fourth dimension or the essential principle underlying every manifestation of life.

Both sides agree that the hour or the second, as such, have no real existence. And yet what is there that can be more definitely and accurately measured than a second? What is there that seems

more definite, concrete, and instantly comprehensible than such a statement as—"2236.1 miles in 48 hours?"

Wherein, then, lies the potency of figures?

THE ABSOLUTE IS HARD TO COMPREHEND

Surely it resides in what may be termed their *relativity*—in their removal, that is to say, from the nebulous and incomprehensible realm of the *absolute*.

To say that a motor car offers "superlative performance" is to deal with an abstract and absolute quality—the idealistic concept of perfection—the unattainable 100 per cent. Like the idea of infinity it cannot be grasped.

The mind is so constituted that it cannot comprehend the absolute nor apprehend things-in-themselves, but only the relations that exist between one thing and another.

Call perfection 100 per cent and you immediately establish a relation between the whole and its parts. You make possible quick concepts such as 30 or 40 or 60 per cent. Slices of the absolute!

By this process you narrow down your message to a breadth that can be easily seen and grasped by the average mind. For, after all, the human species is essentially narrow-minded. It is, indeed, the faculty of the mind to select from the enormous flux of phenomena passing before a given eye at a given moment, only those aspects of it, or those relations, which enable the organism to adjust itself to impinging conditions. The human mind transcends this practical function to some extent, forming concepts and theories and philosophies and so on; but, except in the case of a rare genius or an occasional saint, the conscious mental activity of most humans is largely concentrated upon the immediate and practical problems and relations of daily life.

Thus, although the average mind easily *understands* a broad concept such as "people" or "humanity" or "manhood" or "womanhood," these are, at best, only blurred im-

Do You Want to Reach the Kind of People These Companies Sell to?

If so, Advertise
in the Fifth Avenue Coaches

Ampico Piano (Knabe)	National City Safe Deposit Co.
American Bond & Mortgage Co.	Ovington's (Gift Shop)
F. H. Bennett Biscuit Co.	Pepsodent Co. (Toothpaste)
Bonwit Teller & Co. (Specialty Shop)	Queensboro Corporation (Apartments)
A. Bourjois & Co. (Face Powder)	Revillon Freres (Furs)
Childs' Restaurant	Roger & Gallet (Perfume)
Cluett Peabody & Co. (Arrow Collars)	Sanka Coffee
C. E. Conover Co. (Naiad Products)	Franklin Simon & Co.
Bruxton Cravats	W. & J. Sloane (Furniture, Rugs, etc.)
Coty, Inc. (Perfumers)	S. W. Straus & Co. (Bonds)
Flint & Horner (Furniture)	Steinway & Sons (Pianos)
Gorham Company (Silverware)	Stern Brothers (Department Store)
Gotham Silk Hosiery Co.	W. A. Taylor (Olive Oil)
Charles Gulden Co. (Mustard)	Vantine (Oriental Shop)
Happiness Tea Room	Van Raalte Co. (Silk Hosiery, etc.)
H. J. Heinz ("57")	Wanamaker (Department Store)
Hudson River Day Line	Calvin Bullock (Investments)
Dr. Jaeger (Woolens)	Enrico & Paglieri (Restaurant)
Julius Kayser Co. (Hosiery, etc.)	J. Van Buren Brown (Arch Pre-server Shoes)
Knox (Hats, etc.)	Century Co. (Books)
Lane Bryant (Women's Wear)	Morosco Theater
Mendoza Fur Dyeing Works	Republic Theater
National City Co. (Bonds)	Venus Pencils
National City Bank	

All these advertisers have leased space for 1926

Rate card and circulars will be sent you upon request

Agency commission 13%

Cash discount 3%

JOHN H. LIVINGSTON, JR.

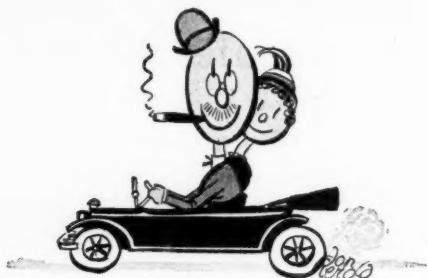
Advertising Space in the Fifth Avenue Coaches

425 Fifth Avenue

New York

Telephone Cal. 0260

Reproduced from a full page in LIFE



I INSIST ON PAYING THAT \$1

MRS. CONSUMER and I have decided to buy a pretty little HORDE car. Watch our mon-oxide!

I understand that \$1 out of the price of every HORDE car is spent for advertising. And I, Andy Consumer, get stuck for that dollar, because I am the guy who pays and pays and pays.

They take \$1 off of me and turn around and spend it for advertising. It's highway robbery!

Well, this is once I WANT TO GET STUCK. I insist on paying that \$1

About a coupla years ago Mr. HORDE decided to advertise. He was already doing pretty well, but he wanted to do better. He de-

cided to nick \$1 off of every HORDE and spend it in magazines, newspapers, etc. I thought HORDES would go up \$1 each. Did they? No.

No, they have come down several times the last year or so. The advertising that dollar has bought has sold so many more HORDES that Mr. HORDE can make 'em for less and sell 'em about as cheap as tricycles.

If it weren't for that advertising (that \$1) I might have to pay \$50 more for my HORDE. And I'll spend \$1 any day to make \$49.

That dollar's worth of advertising is the best little spare part on a whole HORDE.

*Andy
Consumer*

THE NATIONAL ADVERTISER BETS HIS
ADVERTISING MONEY THAT HIS PRODUCT IS RIGHT

Everybody hangs economic morals on the Ford. Excuse Andy for hanging another. But everybody knows Ford is advertising and everybody knows Ford prices have gone down and down, so Andy could not resist putting two and two together. (There are now some 7,000,000 Fords on the road. Each issue of Life may have this much circulation, depending on how many people read each copy.)

Life

L i f e *and*

Andy Consumer

NATIONAL advertisers have spent more than fifteen million dollars for space in little old LIFE.

"Well," said we, a few months ago, "seems as if we ought to make some sort of gesture of appreciation."

Naturally, having received fifteen million dollars for advertising space, we regard advertising as a fine thing. It occurred to us that we might thank national advertisers for their years of patronage by telling the great public (out THERE) what a fine thing advertising is for THEM.

Instantly we invented Andy Consumer—a typical consumer—and put the profound doctrine of advertising economics on his idiomatic tongue.

Some say it is the best advertising that advertising has ever had.

*A*NDY CONSUMER'S talks on advertising are published in pamphlet form. If you can distribute copies to salesmen, dealers or customers, LIFE will gladly furnish, at cost, reprints or plates of this series.

CLAIR MAXWELL, Advertising Manager
598 Madison Avenue, New York City

Boston Office:
127 Federal Street

Chicago Office:
360 N. Michigan Avenue

pressions, the subconscious accumulation of thousands of memories.

But when you say that four out of five people are continually threatened with a certain disease, or that seven women out of ten are using a wrong shade of face powder, you narrow the concept "people" down to five or ten, you slice up the idea of "humanity" into tiny groups, you place "womanhood" in immediate relation with some particular woman. It is easy for a man to think of himself as being one of five, or a woman one of ten; but when he considers himself in relation to millions he dwindles into insignificance, while the millions are too numerous to be seen, except as a great, spreading blur too wide to come within the scope of vision.

The point I am making is well illustrated by a point that was frequently made by agnostics about a quarter of a century ago in their attempts to discredit Christianity. It was in the air, so to speak, at that time. "Call a man a sinner," urged these sceptics, "and it will not greatly impress him. But call a man a liar, or accuse him of not being a gentleman, and he will respond immediately — probably with an uppercut to the jaw."

"Doesn't this prove," the agnostic would continue speciously to argue, "that religious or ethical restrictions upon conduct are less efficacious than chivalric or social standards of behavior?"

Of course it doesn't.

It simply proves that "sin" is a concept too broad to impinge with any force upon the average consciousness. The disciple Peter no doubt considered himself, in a broad way, a sinner; but it was not until it was brought home to him that he had thrice denied his Master that he wept bitterly.

Number, more than anything else, has a peculiar potency to establish an immediate and quickly perceived relation between phenomena. "Things," as Pythagoras foresaw, "are numbers." They exist for us only in so far as they fall into a scale of relations.

It was impossible for music, for

instance, to develop beyond a certain very crude stage until somebody invented a system of notation which permitted the numerical arrangement upon paper of those sounds which hitherto had floated nebulously only in the air.

You may think that I am over-laboring these points. You may think that everything I have said is obvious. I agree, but with the obvious restriction that the most obvious things are the most likely to be overlooked, and hence most in need of repetition and exposition.

THE DIFFERENCE IN HEADLINES

If it were not so, there would be fewer headlines like—"The coolest wearing material known to man." There would be more headlines like—"There isn't one warm thread in a thousand yards of it."

The relation between one and a thousand brings your message within range of the acute measuring faculty of the average mind—the faculty earliest developed and most practised of all the functions of the brain.

Two more examples and I am finished.

The manufacturer of vaults and safes has quite a problem on his hands when he attempts to sell anything more than the materials and the mechanism of his product. If he wishes to sell the idea behind it he immediately runs into a lot of broad, general concepts—danger, fire, robbery, and so on.

If you ask my little youngster what he means by "dangerish," as he puts it, he would probably embark upon a long catalogue of occurrences which he considers in that category. Danger is an ever-present residuum of daily life after centuries of civilization and the most elaborate protective precautions. It is too broad a concept to possess any immediate recognizable relation to a man's business.

Seek to narrow it down to a specific kind of danger or to a specific period when danger is most likely to threaten the man's business and your problem becomes more intensive. How can

(Continued on page 125)



Advertising Must Incite Talk

Not About the Advertising Itself But About Its Product

Many years ago "Sunny Jim" was accounted the cleverest of advertising, but it failed because people talked of the advertising and not the thing it advertised. If your advertising does not inspire the few who read it to talk about the merits of your merchandise with those who do not read, you are paying too high a price for it ever to be profitable.

There is a way in advertising to multiply its value by making the merchandise a topic of conversation, as for instance: "I'd Walk a Mile for a Camel."

Experience is the guide, and the only one, that leads to the successful use of advertising.

"What is Advertising" a series of advertisements published under this title, will be sent upon request.

C. C. WINNINGHAM

Advertising and Merchandising

GENERAL MOTORS BUILDING
DETROIT

OFFSET~for Postery Effects

THOSE soft, subdued, postery effects, so necessary for depicting luxury and aristocracy, are beautifully obtained by OFFSET.

Yet—by OFFSET you can get the sharpest detail if you wish it.

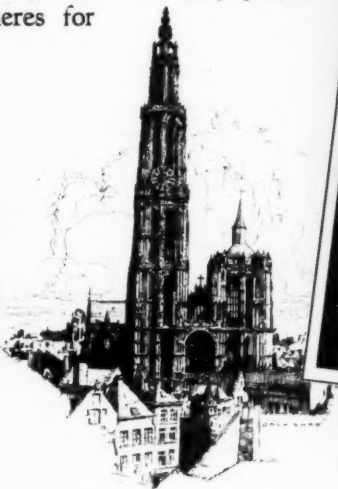
Whatever your advertising message, OFFSET will strengthen it pictorially.

Call in an Offset Salesman

Most nearby lithographers operate OFFSET presses. Phone them. See how they picture different atmospheres for their customers.

Published in the interests of More
Effective Advertising by The Harris
Automatic Press Co., Cleveland,
Ohio, manufacturers of—

HARRIS
offset  presses



Have you read the big
booklet "Over—that
in Advertising? Ask

ery Effects or Sharp Detail



Have you read the big free
booklet "Over—that Something Different
in Advertising? Ask your lithographer, or write to HARRIS.

POSTERY SUBJECT COURTESY OF LIGHTOLIER CO.

Nova Scotia
New Brunswick



Quebec Ontario
Prince Edward Is.

1926

will be a great year in
CANADA—and a prosperous
year too for those
who advertise their goods
and services

IN—

The Daily Newspapers of Canada

Your agency will give you facts and figures

Pacific Market

	Population	Newspaper
Vancouver	175,000	Province
Victoria	60,000	Colonist

Prairie Market

	Population	Newspaper
Winnipeg	230,000	Free Press
Winnipeg	230,000	Tribune
Edmonton	70,000	Journal
Lethbridge	15,000	Herald
Calgary	75,000	Herald
Regina	35,000	Leader & Post
Saskatoon	31,000	Phoenix & Star
Moose Jaw	20,000	Times & Herald

Maritime Market

	Population	Newspaper
Halifax	75,000	Herald & Mail

Ontario Market

	Population	Newspaper
Toronto	650,000	Globe
Toronto	650,000	Telegram
Hamilton	121,000	Spectator
London	70,000	Advertiser
London	70,000	Free Press
Kitchener	25,000	Whig
Kitchener	30,000	Record
Peterboro	25,000	Examiner
Brockville	12,000	Recorder-Times

Quebec Market

	Population	Newspaper
Montreal	339,000	Gazette
Quebec	117,500	La Soleil (French)
Sherbrooke	25,000	La Tribune (French)

Manitoba
Saskatchewan



Alberta
British Columbia

you best suggest the long hours between closing time and opening time during which his records lie unprotected? By numbers? What numbers?

The Safe-Cabinet Company, of Marietta, Ohio, answers the question with the excellent headline—"What becomes of your business records at five o'clock?"

The company might have computed the number of hours in a year that records are unprotected in the average office. The proportion thus arrived at would have given the matter a numerical relation, it is true. But by centering attention upon a particular hour—a specific position of the hands of the office clock—the idea of danger is related to *every day*. The unprotected time becomes a matter of daily apprehension.

Or suppose that your product is office equipment. Suppose that you want to show how long your filing cabinet will last under normal conditions. There are various ways of doing it.

You might present a picture of some familiar historical event that occurred several years ago, linking to it a story of the installation of certain equipment in a certain office at that particular time, and telling how the equipment has "stood up" since.

Or, to show the abuse to which your filing cabinet can be put without injury, you might photograph it with a man—or even three men—standing in one of the drawers.

These two methods are good. I have no quarrel with them. They are graphic and convincing.

But I am wondering if the heading used by the Library Bureau isn't better—"It lived forty-nine years in sixty-seven and one-half hours."

The copy tells of a test of five different makes of filing cabinets. One drawer of each was filled with a typical load of correspondence. These drawers were pulled open and slammed shut sixteen times a minute. One broke down within fifty-eight minutes. At intervals, two others followed. The fourth collapsed during the thirty-seventh hour. The product advertised

went on for another twenty-seven hours and finally quit on the 64,800th slam. "This represents," says the copy, "over forty-nine years of actual use and abuse in the average office."

At the end I still am wondering, as I was at the beginning, whether figures are more convincing than words or pictures. There are so many products and so many appeals that no one probably would wish to make an unequivocal answer.

Bill Would Prevent Fraudulent Patent Advertising

One of the constructive bills introduced during the last session of Congress was Congressman Crampton's bill to prevent fraud, deception or improper practice in connection with business before the U. S. Patent Office. Although this measure was welcomed by all legitimate patent attorneys, it did not pass. Now, Mr. Crampton has reintroduced it and it is the hope of the Patent Office that publishers and others who are interested in honest advertising and legal practice will display sufficient interest to impress Congress with the importance of the bill and the necessity of its provisions.

Fraudulent and misleading patent advertising has persisted for a great many years. Some time ago, in a special interview, Commissioner of Patents Thomas E. Robertson, told *PRINTERS' INK* of the great care his office took in its censorship of advertising. But despite every precaution possible under the present laws, misrepresentations are made and it has been found impossible to eliminate all fraudulent and unethical patent advertising. This act however, if it becomes a law, will give the Patent Office the authority to protect itself and the public against every known form of patent service misrepresentation and fraud.

Green Toy Works Becomes Green-Case, Inc.

The name of the Green Toy Works, Inc., Racine, Wis., has been changed to Green-Case, Inc. J. I. Case, who has been associated with the company since its organization, has resigned from the J. I. Case Plow Works to take an active part in its management.

J. S. Baley with Walt Bloeser

James S. Baley, for the last two years manager of the Baley Pacific Service, San Francisco, advertising service, has transferred his business to Chicago, where he will be associated with Walt Bloeser and Company.

Cutting the Turnover among Cub Salesmen

The Junior Salesman Deserves and Needs a Better Start

By W. R. Heath

"THE mortality among young salesmen is inexcusably heavy," declared a well-known sales manager recently, "and we sales managers are to blame for it. We spoil these youngsters. We put wrong ideas into their heads.

"We are either too sympathetic or too intolerant. Most of the trouble arises from these causes.

"A sales manager is very apt to deal too gently with a youngster. He is given too many liberties. This softens and gives him a wrong idea of conditions in general.

"For example, some time ago, a chap just out of college came to me. His father was a personal friend and I wanted to do everything possible for the boy. He was a greenhorn at selling. It was all entirely new to him.

"I was tempted to give him a list of hand-picked prospects right in the city. They were fool-proof people from my own records. In addition, I turned over to him seven names of old customers who had been on our books for a long time. This meant order-taking only. It was routine business which might just as easily have been handled through the mails.

"Naturally enough, this boy did well from the very start. He soon became acclimated and sure of himself. More than once, I found him 'rubbing it in' other of the juniors who were not getting along so well. He believed that he was entirely responsible for the business he brought in. The firm received none of the credit.

"I had turned over orders on a silver platter and as a result the lad did not rub elbows with any of the real difficulties and disappointments of selling. Success came too easily. He took everything for granted.

"Suddenly sensing the false step I had made, I sent him into new territory, on the road, where every dollar's worth he brought in had to be the direct result of his own efforts. He failed and returned after three weeks, ready to turn in his resignation.

"But I, alone, was responsible. I should have started him in that territory at the outset. Then he would not have received wrong impressions. My method had made him feel that selling was just fun. He had come to feel that there was nothing to it. The change was made too late.

"The more sensible scheme is to apportion a bit of the good and the bad. A young chap came with us several years ago. He was a high-strung youngster. I knew that if he was bumped in the beginning, without interruption, he would turn to something else.

"Consequently, I gave him some safe-and-sure names, mingled with some of hopeless prospects. Then I let him loose. Every discouragement was counteracted by a success. This seems to me to be the best idea of all. It is the one I have adopted while breaking in junior salesmen.

SENDS CUBS TO FACTORY

"Too many young salesmen are permitted to go out into territory without a sound, basic knowledge of the business in general and the company for which they work. Our factory is 200 miles away, but every cub who joins us must run out there and live in the village for a week. He is turned over to department heads at the main plant and shown around.

"This has repeatedly shown itself to be an admirable plan. Those boys return charged with enthusiasm. They believe in the thing they are selling. They be-

A Year of Progress!

1925 has been a year of remarkable growth
for the AMERICAN EXPORTER.

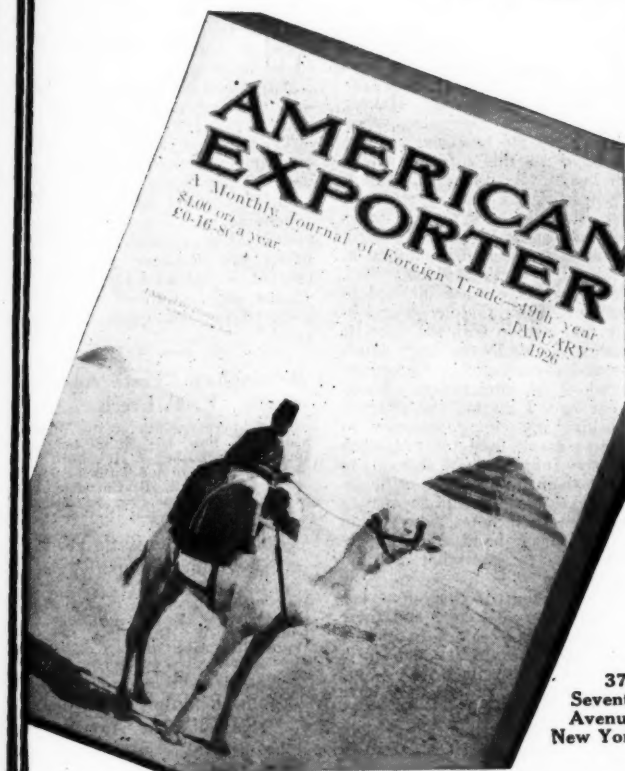
In 1924 its net advertising totalled 2291 pages

In 1925 its net advertising totalled 2812 pages

Gained 521 pages

or 23%

in one year



370
Seventh
Avenue,
New York

The Oldest—Largest—Fastest Growing Export Paper

come a more intimate part of the house.

"Seven newcomers were taken into another firm I know of and they were sent South the second day. They had met none of the officials of the company, they had talked with none of the older salesmen and they had seen nothing manufactured. They were mere automatons. A sales manager invites a vast amount of trouble when he manipulates the juniors in any such fashion.

"It was no surprise to me to learn that out of the seven, only one stuck it out. There was nothing for them to use as a background. The institutional idea had never been generated. They possessed no adequate foundation.

"It is unquestionably true that some sales managers expect far too much of the junior. Having great knowledge themselves, they assume that the newcomers must also have all this information in their heads. A short talk, dealing in generalities, a factory trip and away they go. What it takes some men half a lifetime to learn, they are supposed to assimilate in two days. It can't be done.

"Sales managers are inclined to miss the sensible middle ground in their relationship with the cub; he is either spoiled by too much kindness and favoritism, or broken on the wheel of intolerance. About a year ago, I started the practice of asking my young salesmen to write to me at least twice a week on any subject that seemed to puzzle them. I invited criticism and suggestions. I told them they could pen these notes, whether on the road or at home, feeling perfectly free to say what was on their minds.

"The wisdom of this move has been manifest all along and these documents are precious to me. I know the writers better and am in a position to help them where they are weak. And these letters have helped me.

"A very large wholesale grocery company operating out from a Central New York city has one of the best systems I know for bringing up the junior sales-

man. There is a sort of apprenticeship for one month, during which the man is paid his salary.

"One week is spent in and around the home office, one is spent looking over the production end, and two weeks are employed in road work under the guidance and direction of a seasoned salesman. And each veteran is responsible, to a degree, for one year for a certain junior.

"The boy goes to this one man on all matters which would not normally come under the sales manager's jurisdiction. He is free to ask a million questions if he desires. When he fails in some respect, the old timer tells him wherein he was wrong and suggests a possible solution. The junior who makes the best showing receives a cash award: likewise, the veteran who sponsored him.

"This unique scheme has worked out far better than one might suppose. There is the hottest kind of competition and each senior has a genuine incentive to bring some youngster through to success. The prizes are nowhere near as important, so far as I can make out, as the satisfaction of having influenced a youngster to make good."

Birmingham "Post" Advances E. T. Leech

E. T. Leech, editor of the Birmingham, Ala., *Post*, has, in addition, been appointed publisher. He will direct both the editorial and business policies of the paper. R. B. Chandler, business manager of the *Post*, has resigned.

J. H. Fritsche with W. B. Wilde Company

J. H. Fritsche, who has been with the Peerless Motor Car Company, Cleveland, for the last nine years, has joined the W. B. Wilde Company, Peoria, Ill., maker of Hart oil burners, as assistant to the director of sales.

Joins Rudolph Guenther- Russell Law Agency

Russell S. Sims, formerly a member of the advertising staff of the Dallas, Tex., *News*, has joined Rudolph Guenther-Russell Law, Inc., New York advertising agency.

The Star-Gazette-Advertiser's conception of its position as an advertising medium goes far deeper than merely "selling space"

As a matter of fact our greatest possession—and the one which makes the Star-Gazette-Advertiser so valuable to advertisers—cannot be bartered, for it consists of the public confidence which years of faithful service have earned for this newspaper.

We invite all worthy advertisers to participate in this confidence by addressing our readers through the same medium to which they look for their every-day contact with the world.

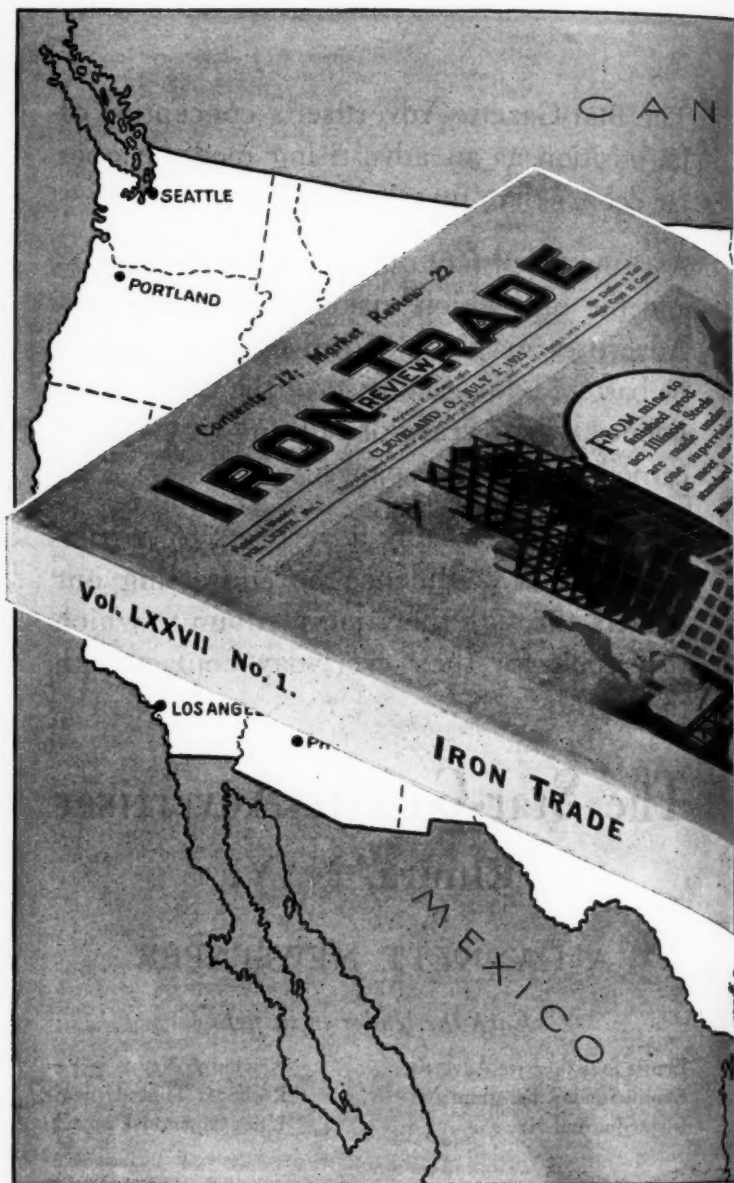
The Star-Gazette-Advertiser Elmira, N. Y.

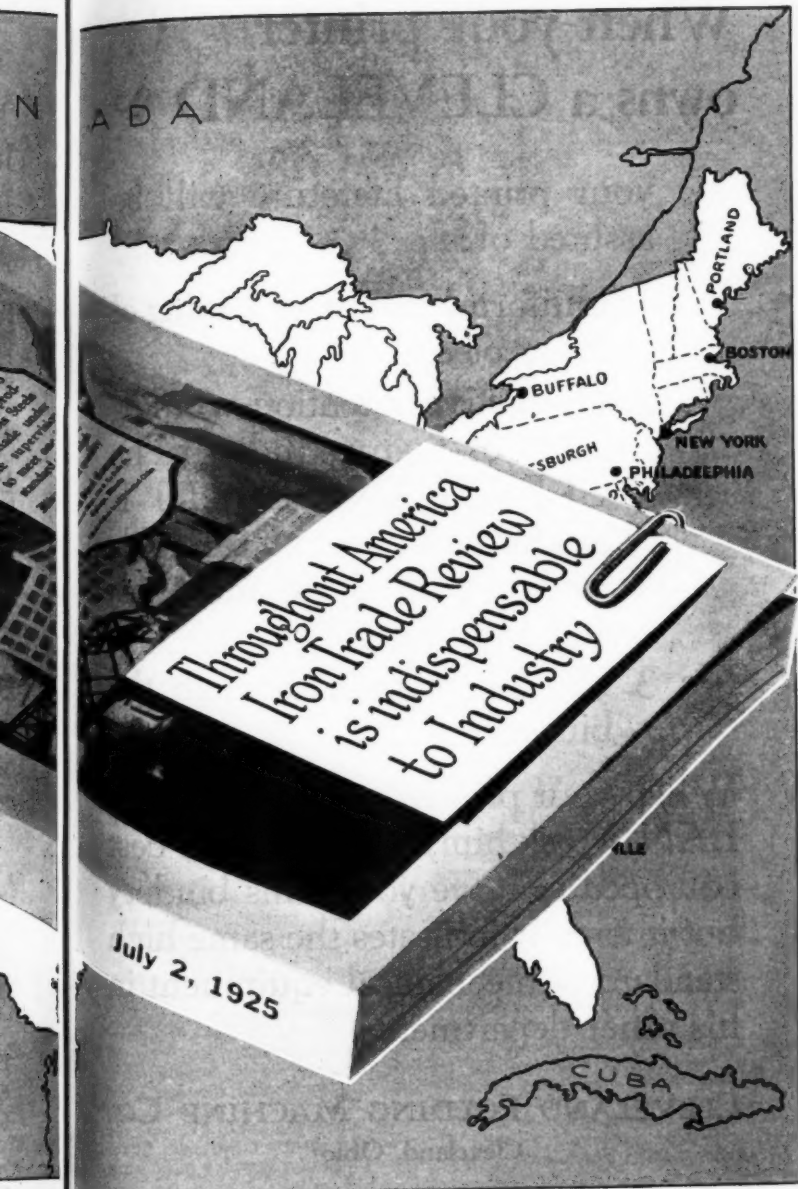
A GANNETT NEWSPAPER

Each the leader in its field

Elmira Star-Gazette-Advertiser
Elmira Sunday Telegram
Ithaca Journal-News

Newburgh News
Rochester Times-Union
Utica Observer-Dispatch





When your printer owns a CLEVELAND

your printed literature will be assured of:

1. Uniformly accurate folding of every piece.
2. Distinctive, attention-winning folds of many kinds. (The CLEVELAND Model B Folder will make all the folds made by all other machines and 156 more.)
3. Quickest service through the bindery.

When your printer owns a CLEVELAND (ask him) not only is he best equipped to serve you in his bindery but it usually indicates the same high standard of mechanical equipment in his other departments.

CLEVELAND FOLDING MACHINE CO.
Cleveland, Ohio

A Jobber's Salesman Tells Why He Doesn't Push Specialties

His Reasons May Give Manufacturers a New Viewpoint on This Perennial Subject

By a Jobber's Salesman

I BELONG to that group of salesmen most often and most violently attacked and criticized, namely, the jobbers' salesmen. We write a total volume of business which must run into the hundreds of millions. Take the wholesale grocery men alone. There are some 5,000 wholesale grocers in the United States. The combined business runs into the billions—and the orders are sold by jobbers' salesmen.

Upon our heads are heaped abuse and criticism. We are told that we are not salesmen; that we are mere order takers. That may be true. But before final judgment is passed upon the ability of the jobbers' men, why not look a little farther into their activities and their possibilities?

My experience has been with a group of retail grocers, rather limited in number. My territory takes in a section in which there are something over a hundred stores, big and little.

The great majority of jobbers' men, like myself, must look upon these dealers as a definite group of customers to whom we must sell a great variety of merchandise in large volume. We must keep in mind that we are not alone in the cultivation of this field. Working the same territory with me are five other men from five other jobbing houses selling grocery assortments. I understand that in other sections there are often many more jobbers competing for the same business.

There is one outstanding thing which we must all keep in mind—we must sell each dealer the maximum volume of business, but we must not sell him more than he can clean up normally. Neither can we sell him more than our credit department will permit. We must keep constantly in mind that

the same products we are offering the dealer are being quoted to him by our competitors. Sometimes, a competitor is willing to take a particular item and sell it for less than we can see our way clear to offer it. One thing and another combine to make it a constant problem to hold the dealer close to our firm. Our greatest asset, when it comes to getting business, is to provide a service so helpful to the dealer that he finds it valuable to have us around. We must constantly keep figuring out how we can give our customers something more than just merchandise.

Occasionally, a house undertakes to do that by giving credit which is unusually liberal. In such a case, it seems for a while that the very bottom is being knocked out from under us and it seems as though sooner or later these liberal terms of a competitor will take all the business his way. But experience has taught us that that is not the case because the house that is too liberal in granting credit sooner or later gets its fingers badly burned. The salesman who encourages the dealer to use credit unwisely is not doing the dealer a good turn, because nine dealers out of ten, when they get abnormally easy credit, give in kind, and the result is that they go out of business before long through inability to collect.

It calls for a good understanding of credits and an ability to hold to the middle of the road to make a good jobbing salesman. Often, a good jobbing salesman is in position to help a dealer by showing him where more liberal credit is bad for him.

One could write a book on how the jobber's salesman can and must help the retailer to develop a sound

credit viewpoint, but let us go on to the next duty of the jobber's salesman, aside from that of selling goods, which, it often seems, is not the salesman's main job. I am thinking now about teaching the dealer how to stock up and what to carry and, most important, what not to carry.

Here the jobber's salesman comes into direct conflict, many a time, with the manufacturer's salesmen. Right here is where I believe nine-tenths of the criticism of jobber's salesmen develops. I do not like to have specialty men work with me. It is true they pay me a few dollars a day to ride with me and usually buy my meals. But they put me into a false position. They expect me to introduce them to my dealers and practically to urge my dealers to buy whatever they have to sell.

DEALERS DEPEND ON HIM

My dealers have confidence in me. They have confidence because they don't think I will encourage them to load up with goods they don't need. But if the house sends a specialty man out to meet me and travel with me, I can't very well refuse to let him come along, so I take him in with me and out we go.

It sometimes happens that such a man has something that I really think my trade can use to advantage and in such a case I help him get the business. But more often than not, the lines offered by specialty salesmen are newcomers on the market. I don't know whether they will stand up. I don't know if the manufacturer can or will keep on advertising the product. I can't afford to see my trade stock up with such a product, especially on my say so. And so it has come about that my trade knows pretty well whether I am anxious to have them buy from a specialty man who may be with me. If they see me join in and urge the trade to buy, they generally take on a little. Otherwise, I don't say anything. Sometimes, when I see the dealer is not inclined to buy but the salesman is crowding him pretty hard, I have taken a hand and wound up the

interview, but usually the dealer can turn the salesman down by telling him he will talk it over with me on my next trip.

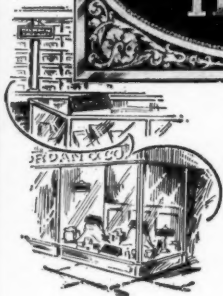
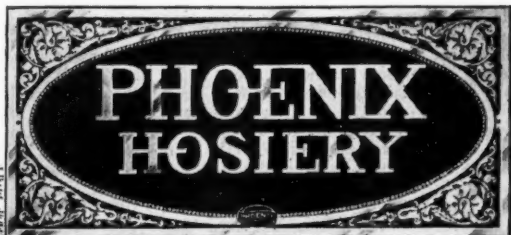
Now, these specialty salesmen see me work and they see that I work a lot differently from the way they do. They don't see me come to the item of catsup and stand up there and fight for half an hour for a catsup order, and then go from item to item and make a fight for each one. They don't stop to realize that if I did that, I wouldn't make more than one dealer a day. Furthermore, if I see he has enough catsup to carry him over, I let up on him for next time. In the eyes of the specialty man, that is criminal.

The difference lies in the fact that the specialty man has to sell him a particular item. He is probably the only man making that territory and selling that item, with the exception of the jobbing men. And if he does not sell the dealer that particular item, the dealer buys a competing item from another man. With us, it is not the same. The dealer expects us to see that he has fast sellers. Many a time, I can't tell whether or not a new article is going to be a fast seller. I can't see wherein it is any better than an article already introduced and selling. I might wish that the pleasant salesman out with me could do a big week's work, but I have to be around again in a couple of weeks and see the same dealers and I can't afford to have them remind me each time I call that I let them load up on an article that doesn't move.

When it comes to the final analysis, I might be obliged to take such an item off their hands. I don't like to throw such articles back on my house because if they don't sell for the retailer, they aren't moving with us, either, and most always it is hard to make the manufacturer take them back. So the safe thing is not to push the retailer to buy something that is more than apt to stick. I know several salesmen who have gone to seed on my territory because while working for jobbers and covering the territory regularly,

made by *Grammes*

Store and Window Metal Display
Signs—that help to increase sales.



National Advertisers in every field have found Grammes a preferred source for Store and Window Metal Display Signs—Offering a trio of special finishes having no equal for beauty, attractiveness or permanence.

"Chemi-color"—color etching replacing enameled work
"Glas-Lyk"—like polished glass—a permanent gloss
"Etc-Art"—various combinations of metallic colors.

If you want to increase sales thru use of proper Metal Display Signs, write to us.

We will be glad to submit sketches
No obligation of course.



L. F. Grammes & Sons

324 Union St., Allentown, Pa.

New York Office—Fisk Building

they used bad judgment in selling things to the dealer which he couldn't sell.

It may be that the time will come when the lines the average jobber carries will be cut down to certain selected numbers and those numbers will be the ones which the house will instruct its salesmen to push regardless of everything else. I realize that there are such houses at this time. Maybe the trend will be toward more of them.

It is a question, though, if such houses will properly serve the retail grocer and be able to grow because of the service they render. It is safe to say the retail grocer will not be able to look to the salesmen for such houses as men who either can or want to sit down with him and help him build his general business. The dealer must realize right from the start or else very shortly after, that the jobs of such men depend upon their ability to sell him that particular item of merchandise. The dealer cannot expect such salesmen to sit down with him and discuss ways and means for doing this and that, with order-giving as almost a secondary consideration.

It is not right to expect a salesman to spend his time on something that will not in one way or another influence his volume of business. The way in which the present jobber's salesman operates in relation to the average dealer makes it worth while for the salesman to work with the dealer along many different lines. He can hope to do the volume of business based upon his ability to serve the dealer in various ways. The good jobbing house salesman of today is much more than the drummer or the traveling man. On the contrary, he has to be an all-around helpful business adviser. Therein lies his great value and because of his great value, the dealer is glad to see him and to work with him.

This is not a condition of which the retailer is conscious in the case of all jobbers' salesmen, but he is conscious of that sort of helpfulness on the part of certain salesmen. And those men get the volume of his business.

Some time ago, a specialty salesman selling a new brand of cleanser was assigned to work with me. Our house had taken on a car of the goods and this man was with us to show us how to sell it. He was a reasonable chap and we had many talks. He frankly pointed out to me wherein the jobbing man was failing as a salesman because he did not take hold of certain lines and push them hard. He had in mind his cleanser.

WHY HE CAN'T PUSH SPECIALTIES

"You're right in many ways," I told him. "But you fail to realize just what my job is. You have only to look at the day-to-day problem of getting plenty of orders for your cleanser. Maybe if that were all I had to do, I could make a lot better showing. But to be honest about it, there are two reasons why I don't break my back pushing a specialty, even though the house stocks it. In the first place, my real duty to my house prevents me singling out an item, and especially a new item, and concentrating on it. My first job is not to load the retailer with any particular item, but rather to make sure he has a well-balanced stock, that he knows how to sell that stock and that he is doing a nice business and collecting his money, so he can pay for what he buys.

"I know he needs to tie up a certain amount of money in cleansers. I want to sell him a certain amount. But I am doing this already. I question whether he could double his sale on cleansers. I question whether he could drop the old established line, which is the local leader, and do as well with a new one even though the new one showed a somewhat better profit."

My duty to my house requires that first I see to it that my trade is properly stocked, not with any particular line, but with the general line. But there is another responsibility and that is my duty to my trade. And the two are identical because their interests are identical.

A jobbing house is primarily a
(Continued on page 141)

A NEW MEDIUM

23 YEARS OLD

THIS is the first of a series of advertisements which will appear E. O. W. in Printers' Ink to acquaint advertisers and advertising agencies with The Financial World.

Its editorial policy, character of circulation, reader influence and prestige in its field will all be carefully related.

Advertisers who have something to sell in a field of high buying power or who wish to institutionalize their corporation in the minds of those who are important in influencing purchases and investments will find this information valuable.

The
FINANCIAL WORLD

America's Investment Weekly

53 PARK PLACE, NEW YORK CITY

Established 1902

Member A. B. C.

"A Complete Investment Service for Ten Dollars"

3 Big That Liberty

1

2

3

If you are interested in eliminating waste and in increasing the resultfulness of your advertising dollar, you cannot but be interested in Liberty, advertising's new prodigy.

Leaks

Largely Curbs

"Buried Ads" . . . due to a NEW-TYPE make-up every ad in Liberty is seen and noted. No ad can be buried. No ad can be "back in the book" for in Liberty, editorial and fiction features start all through the issue.

Failure to Reach Women . . . you "Meet the Wife, Too," in Liberty. 46% of Liberty readers are women, 54% are men. That means a 100% reading in the home.

Advertising to Non-Buyers . . . Liberty circulation follows the great buying markets . . . 78% of its circulation is where 74% of the taxable incomes and 49% of the total motor-car registration of the country are represented.

5¢ Liberty
A Weekly for Everybody

CHICAGO
Tribune Square
Phone, Superior 0100

NEW YORK
247 Park Avenue
Phone, Ashland 3710

LOS ANGELES
406 Haas Building
Phone, Metropolitan 3172

\$215,000,000 — National Newspaper Advertising 1925

1925 closed with the largest volume of national Newspaper advertising in history.

A conservative estimate by the Bureau of Advertising shows the stupendous total of \$215,000,000 with a probability of the actual figures exceeding the estimate.

The national advertisers' annual trend toward Newspapers has been steadily up—up—up—

—for the simple and obvious reason that Newspapers, reaching everybody everywhere and anywhere at anytime, *actually sell more merchandise than any other advertising medium.*

Q. E. D.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
Chicago

Detroit
Atlanta

Kansas City
San Francisco

good source of supply for the retail merchant. The retailer needs us for that purpose. He is going to like my particular house best if I can make him realize that my house carries everything he needs and that its representative is qualified to give him unbiased advice and help. My duty to my trade makes it necessary that I advise the dealer impartially. My duty to my trade makes it necessary that I gain their confidence. That is also my duty to my house. And right there is where it is often difficult to do justice to a line the house is taking on. It is often unfair to the specialty man who may be assigned to me. It is doubly unfair for the specialty manufacturer to go on and not understand.

THE JOBBER'S LIMITATIONS

And yet, because the great mass of manufacturers and their sales officials are unable to understand the jobber and his functions, or because they are unwilling to study the matter, those manufacturers feel that the jobber is of no value. They fail to appreciate that the jobber cannot go out and create a reputation for the particular specialty made by a particular manufacturer. The jobber cannot undertake to popularize a product. The most he can undertake to do is to supply easy accessibility for the merchandise which the retailer wants because the consumer wants it. It always has been and still is the job of the manufacturer to introduce people to his line or his line to his public. The most the jobber can do is to undertake to supply it and make the product always available.

It will be a sad and a rough day for the individual retailer when jobbers cease to function in this way and turn themselves into specialty sales organizations. When jobbers change their methods of buying and carrying merchandise and take on one, or at most two brands in a general line, then they cease to be jobbers and become specialty sales forces. That is all right. That is their privilege. But that move simply means abandon-

ing one method of doing business for another.

It is a question to me whether such a move is helpful to either the retailer, the jobber or the manufacturer. Theoretically, it means doing away with the large number of missionary men and looking to the jobber to push an item. Actually, though, it means that one jobber may take on a certain brand of baked beans. His competing jobber takes on another brand. And so on. In a short time, there being six jobbers in a given market, each one of the six would have taken to himself one particular brand to push. The dealer would soon come to know that no wholesale man could continue to be his helpful adviser, but that he had to have care in dealing with all of them because each man had his own fish to fry.

Possibly the best way to make my point clear is to tell about a friend of mine in an advertising agency or rather about his solicitation. He says: "When a man gets ready to consider advertising, he finds many mediums at hand. Each medium has merit. But when it comes to the selection of the one best medium, he cannot look to the solicitors of those mediums for unbiased advice."

THE WHY OF THE ADVERTISING AGENT

"That is why there are advertising agents. The agent can and does earn his right to live because he can calmly, and without bias, study the needs of the manufacturer and then listen to the various advantages offered by the men selling the various mediums, and with an understanding of the good points of each medium and also of the needs of his principal, he can buy advertising with judgment and discrimination. Thus he serves his principal and also all advertising mediums in general."

It is the same with the true jobbing house and the jobbing house salesman and their relations with the general trade, and also with specialty manufacturers and their men.

The specialty man, on one hand,

can, in perfect sincerity, work hard to bring out the advantages and the good points of his product. That is his job. The dealer expects him to do just that.

Then comes the jobbing man and explains to the dealer that he has that product and many others readily available. But from here on he comes more nearly playing the role of the agent in advertising rather than the role of the representative of a particular publication. From here on, the jobbing man is in position to serve the dealer in an all-around manner. And that works out to the great advantage of retailer and manufacturer, because, in the long run, it insures a well-rounded service for both retailer and manufacturer. And it provides it at a very, very low cost to all concerned.

The great value of the jobber lies in the fact that he is not having his men compete with specialty men. He plays no favorites. He sees the good points in all, but he is free to recognize the weak points, as well. In this way, he works at his real job which is to make merchandise available for the retailer and provide a wide open outlet and distribution and local credit facilities for the manufacturer.

Appoints Thomas F. Clark Company

The Wheeling, W. Va., *Telegraph* has appointed the Thomas F. Clark Company, Inc., publishers' representative, as national advertising representative. The Vallejo, Calif., *Chronicle*, and the Sedalia, Mo., *Republican*, have appointed this company as Eastern advertising representative.

Hudson Income Shows Large Increase

The Hudson Motor Car Company, Detroit, reports net income of \$21,378,504, for the year ended November 30. This compares with \$8,073,458 in 1924, and \$8,003,624 in 1923.

Physical Culture Account with Philip Ritter Agency

Earle E. Liederman, New York, physical culture, has appointed the Philip Ritter Company, New York advertising agency, to direct its advertising.

Copy Tells How to Read Bank Statements

Bank statements, those neatly arranged tables of two columns of figures that always add up to the same total, when published, undoubtedly puzzle many readers. The Fidelity Trust Company, of Philadelphia evidently believes this to be true. In a recent newspaper advertisement headed "How to Read a Bank Statement," a lucid explanation of this problem is given by that bank.

The introductory copy reads:

"To many people the balance sheet of a bank is an enigma. They cannot understand why a bank's capital, and still less why its surplus and profits, appear as liabilities, whereas their own capital and savings they clearly know to be assets.

"No bookkeeper's explanation can persuade them that they are not right. Indeed they look on the bookkeeper's science as an airy leger-demain (or shall we say ledger-de-main?) to which they cannot and will not pay any heed. One of our friendliest critics writes to our president in this strain, adding by way of benediction, 'I hope you are not a bookkeeper.' Others have their own difficulties. One of our most generous clients, whose confidence we have now doubly earned by settling his estate, said to us, 'I can understand everything about your statement very clearly, except that I do not see how you always manage to make both sides add up the same.'

"The difficulty lies in the fact that there are two kinds of liability. First, the liability in the sense most frequently used, namely, what is due to depositors and other creditors, and secondly, what is due stockholders after depositors and other creditors are satisfied, i.e., the company is liable to distribute to its stockholders, or to hold for their account, whatever is left after the debts of the company are paid."

An imaginary balance sheet is built up from the beginning of business. Each step is covered in a non-technical, simple manner. The Fidelity's statement for a recent month is brought in as an illustration and summary of the items that have been explained. An additional arrangement of the balance sheet is used, which brings out the interests of creditors and stockholders in the liabilities of the bank.

The advertisement concludes with an offer to send a copy of the advertisement which has been published in booklet form.

R. C. Hester with Sando Agency

R. C. Hester, formerly of the Sider-Van Riper Advertising Company, Indianapolis, has joined the Sando Advertising Company, also of that city.

Appoints Milwaukee Agency

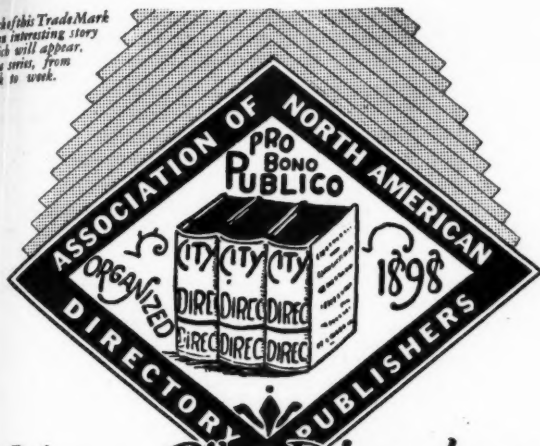
The Burns Hall Advertising Agency, Milwaukee, has been appointed by the Weber Lifelike Fly Company, Stephens Point, Wis., to direct its advertising.

Jun. 7, 1926

PRINTERS' INK

143

*Back of this Trade Mark
is an interesting story
which will appear
in a series, from
week to week.*



Your City Directory —Should Be Trade Marked

Contact is the Basis of Civilization

By our contacts with others our ideas are broadened and fertilized.

Man, by himself, alone, inevitably fails. He must have contact with his fellow men. This is an inexorable rule of civilization.

It is in unconscious recognition of this rule that our daily contacts are made. It is with deliberate recognition and realization of this rule that trade associations are formed and continue to exist. The attendant

interchange of ideas and ideals, made possible by association contacts, are the greatest factor in the refinement of a service or a product. They help that service or product attain a high degree of perfection. This is the office performed by the Association of North American Directory Publishers.



*This trade mark appears
in Directories of leading
publishers.*

Your business, too, will react to the benefits to be derived from contacts made through the medium of your City Directory.

**ASSOCIATION of
NORTH AMERICAN DIRECTORY PUBLISHERS**

Headquarters
524 Broadway, New York City

Plumbers Advertise to Seek Public Favor

THE Louisville Master Plumbers Association has been conducting a newspaper campaign since last March to sell the association, the services of its members and their work for the development of sanitation. The association wants to win the support of the public and it believes this can be accomplished by making known the responsibility and integrity of its members. "This may seem visionary to some hard-boiled business men and to some master plumbers," said George A. Roser, secretary, referring to the association's program. "But," he continued, "the program will go forward just the same."

"The public has very little reliable information about the plumber and his part in making our living conditions. We have started to use printers' ink to counteract this unfavorable impression. For instance do you know you can buy a complete installation of plumbing in a home, including bathroom and kitchen equipment, for less money than you can buy a Ford car? Well, you can and you can pay your journeyman plumber \$10 a day, too. High prices for plumbing is only a state of mind."

"This false impression must be removed if the association is to obtain public support. If we can get public support we can secure and hold in our association, as members, master plumbers of the city. With a good membership supported by the public we can do better work."

"As a drawing card to the public we advertise that we, the association, guarantee the work of our members, and adjust disputed bills without charge. In other words, we stand ready at all times to adjust any difficulties that may arise between our members and their customers. That is one of the purposes of our advertising."

"Competition in our business is very keen and some of it is very

bad, both for the business and for the public which uses it. If we can teach the public by advertising that it is better to deal with a reliable master plumber, a member of a responsible association, instead of buying doubtful services, it will save money. So you see we advertise for the same purpose as other people, to build up public patronage, to create more business and to develop public confidence."

The association's newspaper advertising appears four times a month. The use of space varies in size. Frequently it is illustrated. The copy carries a guarantee of the work of its members and the statement that membership in the association is open to all master plumbers who will conform to its standards of practice.

McGraw-Hill Buys Keystone Publishing Company

The McGraw-Hill Company, Inc., New York, has bought the Keystone Consolidated Publishing Company, Pittsburgh, and thereby acquires the two Keystone mining catalogues, the "Coal Catalog," the mining and quarrying directories and the list services, published and conducted by the Keystone company, which appeal to the same reader interest as *Coal Age* and *Engineering and Mining Press*, published by McGraw-Hill.

The Keystone Catalogues, published annually, are condensed and consolidated catalogues of manufacturers selling to the mining and quarrying fields. There are two editions, one for coal mining, the other for metallic and non-metallic mining and quarrying fields. The "Coal Catalog" is a handbook of the coal seams and coal mines of the country.

Joseph J. Vigneau, founder of the Keystone company and until now its president, will continue in charge of the Keystone business for the McGraw-Hill Company, with offices in Pittsburgh. Ralph C. Becker, hitherto vice-president of the Keystone company, will continue in charge of sales with headquarters in New York. Except for the retirement of Edward B. Day, New York representative, who leaves to devote his entire time to his company, the Hydrotator Company, New York, there will be no changes in the staff of the Keystone organization.

McCall Company Augments Staff

Milton P. Ghee, Albert N. Butler and John M. Badger have joined the Chicago advertising staff of The McCall Company.

Protecting Your Market

YOUR market is limited by the amount of money consumers have for the purchase of merchandise. Use of the instalment plan for sales promotion materially increases the amount paid for credit and reduces the customer's purchasing power by more than 20 per cent.

And the excessive extension of the plan increases credit risks, attacking your market from another angle.

For more than a year the National Retail Hardware Association, through *Hardware Retailer*, and otherwise, has counseled its members to minimize selling of this character, insist on larger initial payments and to scrutinize risks more carefully.

It has diligently discouraged the addition of new items to the long list already commonly sold on instalment contracts.

Editorial reprints mailed to bankers and economists have been instrumental in enlisting their support. Many have joined us in warning the trade, and the public, against further extension of such selling.

Hardware retailers have so strongly supported this campaign that some efforts to inaugurate instalment selling in this field have been abandoned by their promoters.

**National Retail Hardware Association
INDIANAPOLIS**



Hardware Retailer, the Association's official publication, has been the primary means of carrying this campaign to more than 21,500 retail subscribers. Its influence has been made manifest by the nation-wide whole-hearted support gained from retailers, in the face of an opposite position taken by two other hardware publications of national circulation.

MEMBER A. B. C.

—ask him why
he smokes a
Webster



Webster
Cigars
TEN TO TWENTY FIVE CENTS

CAMPBELL- EWALD
Advertising

H. T. EWALD, *President*
E. ST. ELMO LEWIS, *Vice-Pres.*

GUY C. BROWN, *Vice-Pres. and Sec'y*
J. FRED WOODRUFF, *Treas. and Gen. Mgr.*

THAT section of America lying west of the Alleghenies is witnessing "the impossible" in cigar merchandising.

Removed from the market during the war period with its scarcity of good leaf, Websters made their reappearance in dealers' cases at a time "when there wasn't room for another cigar success."

But the recollection of Webster fragrance and bouquet seems to have lingered in the minds of millions—a recollection that was adroitly fostered by Webster advertising and promptly capitalized by Webster quality.

Week by week new territory was opened, new dealers were stocked, new smokers won—and new names appeared on the list of newspapers carrying Webster advertising.

It is an axiom of the cigar business that a popular brand, once off the market for any period, cannot regain its leadership.

But the Webster Cigar Company of Detroit has punctured that axiom in a spectacular way—again proving that a worthy product, aggressive merchandising, and consistent advertising are the unbeatable combination.

The Webster Cigar Company is a Campbell-Ewald client.

Owned entirely by the men who operate it, with a volume of business placing it among the first ten agencies in the country, the Campbell-Ewald organization of over two hundred people is at your service to handle large or small accounts. At any time, anywhere, we'll be glad to talk with you.

COMPANY

General Offices: DETROIT, MICH.

NEW YORK
CHICAGO
CINCINNATI

LOS ANGELES
SAN FRANCISCO
TORONTO



© C. E. Co., 1925

*Advertising
Well Directed*

Wanted

A Marketing Executive

—who senses the needs and opportunities in industrial sales promotion.

THIS advertisement may lead one man to an eastern position of great immediate responsibility and an early future as a key executive in an organization which will help manufacturers who sell to industry, develop stronger sales promotion plans.

For consideration, we require a proven record of accomplishment, business tact and leadership, gained, probably, in one of the following lines:—

1. *Merchandising*.—As an officer or important factor in a 4 A's Agency which has a real record of service on business or industrial accounts and has been able to hold its accounts for a period of years.

2. *Publishing*.—As a sales or managerial executive who has assumed personal responsibility for bettering relations with clients.

3. *Manufacturing*.—As a sales executive who has

demonstrated an ability to open new markets for products sold to industry.

4. *Banking*.—As a banking executive, with an industrial background and specialization in the operation of industrials.

5. *General*.—As a man of general sales and advertising experience who has made a record in getting a sales staff to follow him in new principles of selling.

IT is felt that the man cut to the measure of this cloth is now actively engaged in important work and will be interested only because of the opportunity to assume greater responsibilities and to earn the rewards which they can bring.

A resumé of experience and point of view on industrial selling may be submitted incognito through your banker or attorney if preferred. However, immediate action is necessary. Appointments, which will be made in New York, will be with an organization of highest business standing.

Address "T.," Box 59, care of Printers' Ink.

Putting Typography Through New Paces

Set-Ups with a Pictorial Element and Contours of Text That Tell a Story of Their Own

By A. L. Townsend

THERE have been brave, often exceedingly ingenious type arrangement innovations of late, and it is singularly true of the majority of them, that while they sought the sensational, legibility has never been sacrificed. This is an inexorable proviso, for the public will not put itself out to decode a tangled and involved mass of type.

While attempts have been made, from time to time, to give typography a pictorial atmosphere, these later developments excel anything so far devised. Some of them are little short of an inspiration, in fact.

It is in the newspaper field that the majority of these experiments have been made. A Chickering newspaper display, for example, took sixty words of text and so arranged them that the outline of a goblet was suggested perfectly. Yet, the copy was quite easy to read.

There are no limitations in the matter of typographical set-up. The expert will follow closely any pattern which is set. It is the general rule to turn over to him a rather complete idea sketch, designating the thing to be accomplished. A delicate outline shows him just how his set-up is to be arranged. Care must be taken, naturally, in breaking words and paragraphs, but by ingenious spacing, such problems can be deftly solved.

The reader must not be vexed by a too-complicated scheme. He will go only so far with you in your efforts to secure unusual effects. It is aggravating, visually, to be compelled to jump around from place to place.

A rather astonishing little layout for newspaper use was run not long since for garden hose. A

man held the hose and words sprayed from the nozzle, or rather, a connected story of some fifty words. The effect was striking. This text possessed great animation. It was a stunt, and as such, quite naturally attracted more than ordinary attention.

In another instance, the typography was made to form a range



THE TYPE HAS BEEN ARRANGED TO GIVE
THE OUTLINE OF A GOBLET

of mountain peaks, at the base of which the artist drew in trees, lakes, boats and other accessories of picturesque interest. Each hill was a sentence, snow capped, yet legibility was not sacrificed.

Such typographical arrangements are at their best when their own forms suggest the idea, rather than when aided by outlines. A border, pressed closely up to a block of text makes it more difficult to read.

Some examples of how special

type-sets have been given pictorial interest and significance, may be cited: a ten-piece newspaper campaign for an electric iron had its typography arranged in the shape of the bottom of the iron itself, and a few radiating heat lines added to the interest effect.

A most unusual series for paint had the type set to conform to cans, and brushes were then drawn in, as if they protruded at the top. In some cases, the characteristic labels were run through the centres of the cans, with type top and bottom. But there was no actual outline: the weight of the set-up attended to this.

A story about a radio loud speaker was so set that the contour of the type actually formed the shape of the horn. It rested on a halftone study of a typical radio set.

A company with a spearhead trade-mark, set up all of its industrial magazine copy to form spearheads, and achieved a most unique campaign. These areas of type were superimposed, at varying angles, against white paper.

An exquisite periodical series was based on butterflies fashioned of solid formation type. They winged their way, in large size, across the top of the pages, and as a paragraph was used to each wing, there was no danger of difficult reading. Here again, the trade-mark of the advertiser was a butterfly and the product advertised was silk.

An original effect was obtained by typography which formed the flat roofs of a series of bungalows. The product advertised was a new roofing material. So delicately as to be all but invisible the artist sketched in the other details of the buildings, but the typography, set in bold-face, was the dominant and most colorful note. Some of the designs were run in building trade papers, where two colors were employed, the type of the roofs being in a brilliant red. As the tone tint of this roofing is red, the application was unusually happy, of course.

One of the baking powder campaigns used a series of single col-

umn, nine-inch newspaper advertisements in which masses of text were made to take the contour of cakes, pies, muffins, biscuits, loaves of bread and the like. Nothing in the way of added art accessories was necessary to make it perfectly clear what they were.

As an indication of what happens when type is positioned along new lines, it is invariably true that if a block of text is tilted in an advertisement, it seems to carry more attraction than when placed more conventionally. Emphasis is arrived at by this means.

Perhaps a word of warning would not be amiss. Type arrangement is a dangerous thing to play around with. It is extremely easy to over-step the mark and give the copy a bad send-off. A fine sense of proportion is called for. However, such splendid results can be achieved that the effort is decidedly worth while making.

Newspaper Campaign for Hoffman's Ginger Ale

An advertising campaign in the rotogravure sections of newspapers has been started on Hoffman's Pale Dry ginger ale, manufactured by the Hoffman Beverage Company, Inc., Newark, N. J. William R. Robinson & Company, Inc., New York advertising agency, is directing this campaign.

O. F. Ostby Appointed by Burnoil

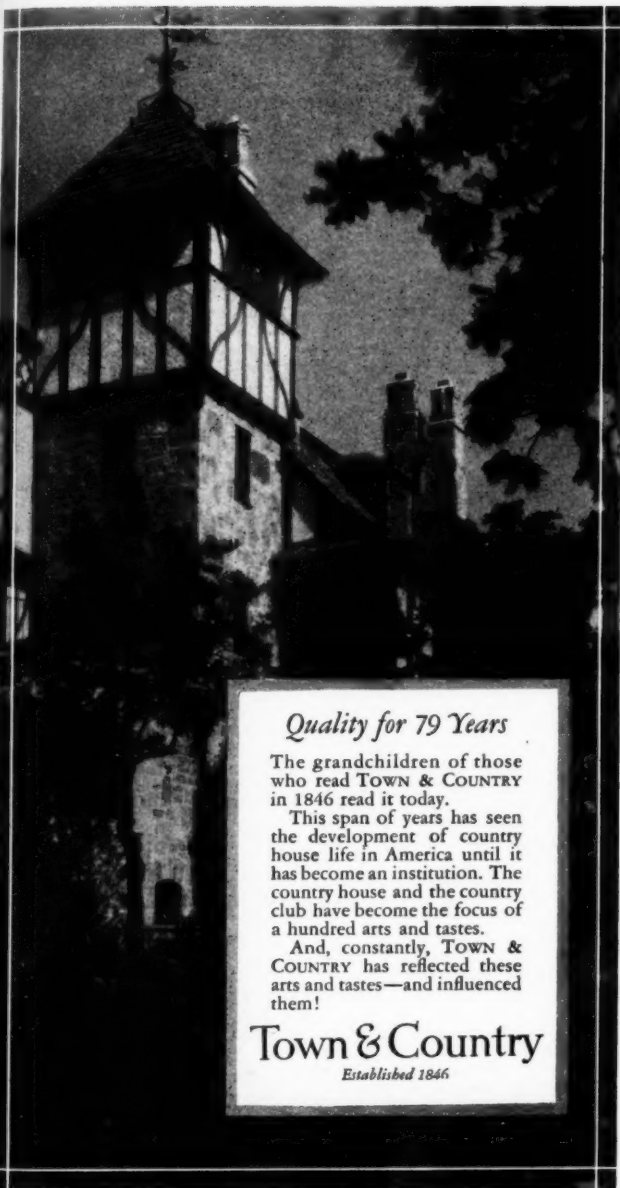
Oscar F. Ostby has been appointed vice-president, general sales manager and director of advertising of the Burnoil Oil Burner Corporation, New York. He was formerly sales manager, in charge of advertising, of the battery division of The Prest-O-Lite Company, Indianapolis.

Joins Albert Frank Agency

Marion H. Clarke has joined the Boston office of Albert Frank & Company, advertising agency, as an account executive. She was formerly advertising manager of the Malted Cereal Company, Burlington, Va.

"Physical Culture" Appointment

Donald G. Langwell has been appointed classified advertising manager of *Physical Culture*, New York.



Quality for 79 Years

The grandchildren of those who read **TOWN & COUNTRY** in 1846 read it today.

This span of years has seen the development of country house life in America until it has become an institution. The country house and the country club have become the focus of a hundred arts and tastes.

And, constantly, **TOWN & COUNTRY** has reflected these arts and tastes—and influenced them!

Town & Country
Established 1846

Don't Let Your Necktie Strangle You

Did You Know That Your Necktie Is Your Focal Point?

By Humphrey D. Howell

I HAVE read many excellent articles about the focal point in advertising. I have learned that the reader gazes first at a point just above the centre and to the left of a page, whether that spot contains a pretty girl or a piece of cheese. But I have read nothing about the human focal point. I mean the thing that attracts and holds the attention of the man behind the desk as he glares at an ambitious salesman.

My business kept me on the road about nine months this year, during which time I have had to sell myself and my service on an average of five times daily. Anyone thus engaged in hurling himself against the ramparts erected by the man behind the desk cannot fail to notice that there is a human focal point or centre of interest as well as a printed one.

The man behind the desk is a temperamental creature. He has frequently become bilious and bigoted from his sedentary, secure existence. Where does the bilious bigot usually focus? Does he look you in the eye? Oh, no, for usually he knows that a good salesman sells with his eyes as well as with his voice. Then where does he look? What is the thing he sees first and watches during the interview?

In my experience, which has certainly been varied, I have found that the average man behind the desk looks first at my necktie. His gaze may meet mine occasionally, or perhaps he reassures himself by gazing at the ceiling, but inevitably he returns to my tie.

This fact was first brought home to me when I was annoyed by the refusal of a certain man to look me in the eye despite my best efforts to compel his attention. As I went on with my story I noticed a slight frown on his face and my "line" suddenly was broken by

the horrible thought that perhaps my collar was soiled.

"What's the matter?" I asked him, at the same time feeling my necktie. "Is there a bug on me?"

"No—no," he hastened to apologize. "Excuse me. I—I was counting the polka dots in your tie."

He laughed nervously and I joined him. Something about that tie fascinated him and although he tried his best to give me his undivided attention, I could see his eyes wandering back to the tie and a faint muscle movement of his lips showed me that he was at it again.

During the remainder of the day I took particular note of the men I called on and in practically every case my tie proved to be the focal point and I must say, a distracting one, for the results of my interviews were not at all up to par.

The next day, I tried an experiment, wearing my polka dot tie in the morning and a plain tie in the afternoon. The results of my afternoon calls exceeded my morning calls by a vast margin, despite the fact that I should have been fresher and keener in the forenoon.

On several occasions since then I have tried the experiment and invariably the result is the same. A dark blue tie, with no outstanding lines or figures, is the most restful focal point, I have found, for the eyes of the man behind the desk and polka dots are absolutely the worst sort of lure.

Hence, I write this to warn all salesmen—whether they sell goods or service—your focal point is your necktie. Don't make it snappy!

Heber W. Owens Dies

Heber W. Owens, vice-president of the Trade Periodical Company, Chicago, publisher of the *Furniture Journal* and the *American Furniture Manufacturer*, died recently, at Chicago, at the age of fifty-six.

Fortieth Anniversary

Number

1886—1926

Important features in the March issue celebrating The FORUM'S fortieth birthday.

Articles and Fiction by

Booth Tarkington
Carl Van Doren
George Haven Putnam
Henry Sloane Coffin
Lothrop Stoddard
John Jay Chapman
Margaret Prescott Montague
Robert Herrick

and Dwight F. Davis, Secretary of War

Special Woodcuts, Etchings and Drawings



Member Audit Bureau of Circulations

FORUM

America's Quality Magazine of Discussion


TWO-FORTY-SEVEN PARK AVENUE
NEW YORK



SELL
your products
to thousands
of *additional*
families thru

THE NEW YORK TELEGRAM

Under the terms of the will of Mr. Munsey, The New York Telegram is in a position to assure its readers that they will continue to enjoy a clean newspaper of interest, political independence, honesty and fearlessness. The organization remains intact, and will bend every effort to make The New York Telegram even more worthy of its patrons and its late owner. *Editorial New York Telegram, Dec. 31, 1925.*



The NEW YORK TELEGRAM

Is a Trusted, *Tried-Out*
"Market Place" ~

Deferred to, relied upon and *used* for over half a century by New York's *buying* families.

In constant and intimate touch with all the household's interests, The Telegram of *today* is a more popular medium than ever, with its daily two-page Household Section and special departments of interest to *every member of the home* — The Telegram Food Bureau under the direction of Elizabeth Hallam Bohn.

Of Special Interest to FOOD ADVERTISERS:

Beginning January 15th, a series of ORIGINAL recipes contributed by America's most prominent women, will be one of the outstanding DAILY features of the TELEGRAM'S Household Section.

Is THE TELEGRAM *on* YOUR 1926 List ?

The New York Telegram

Publication Office, Telegram Square, New York City

DAN A. CARROLL, *Eastern Representative*
110 E. 42nd Street, New York City

J. E. LUTZ, *Western Representative*
Tower Building, Chicago, Ill.



Charles Daniel Frey
Advertising

INCORPORATED

30
North Michigan Avenue
Chicago, Illinois



SERVING

Crane Company
The Simmons Company
The Chicago Tribune
S. Karpen & Bros.
The Atlas Portland Cement Company
United States Radiator Corporation

MAGAZINE
NEWSPAPER
OUTDOOR
DIRECT MAIL

Sheet Steel Sets an Example for the Steel Industry

The Interesting Accomplishments of the Advertising Campaign Run by the Sheet Steel Trade Extension Committee

By E. L. Shaner

UNTIL recently the manufacture and marketing of steel products have been predicated on the simple belief that if good steel be made at a reasonable price, the public will buy it. With few exceptions steelmakers have devoted their major energies to perfecting details of production and have complacently refrained from worrying about extending the market.

The result has been that the distribution of steel has received far less attention than its importance demands. Indeed it is safe to say that the great steel industry, with all its resources of wealth, ability and influence, is woefully deficient in its methods of selling and in its conception of the fundamentals of distribution, particularly marketing.

That this short-sighted policy has cost the industry millions of dollars in neglected opportunities is proved by the fact that in certain classes of rolled steel products the annual tonnage has not kept pace with the increasing potential market. This means that while the natural field for steel consumption has broadened, the actual use of steel has not expanded proportionately. In other words, steel in certain instances has given ground to competitive materials.

This alarming tendency has not been overlooked by alert steelmakers. It was responsible in 1922 for forming the American Institute of Steel Construction to fight for the interests of structural steel. It also led to the establishing of the Sheet Steel Trade Extension Committee, comprising about thirty manufacturers of steel sheets.

Reprinted with permission from the December 3, 1925, issue of the *Iron Trade Review*.

On Sept. 1, 1924 this committee launched a campaign of trade promotion for the avowed purpose of "regaining lost markets, broadening existing markets and finding new markets for sheet steel." Back of this program was the general idea of stabilizing demand to the extent of leveling the peaks and valleys of production.

In the light of the traditions of the steel industry, the inauguration of this campaign was a radical step. It was distinctly a bold move and one that attracted the attention of many manufacturers of all kinds of rolled steel who looked upon it as an experiment. While somewhat similar efforts had been put forth by other groups, no campaign with equivalent support or with such an ambitious goal had been attempted. The steel project, therefore is the first magnitude in the steel industry in which an educational campaign for extending the market by group action is involved.

Naturally the first reaction of many steel executives to this program was one of doubt as to its success. Can trade actually be increased by educational methods? If so, will the returns justify the heavy outlay required? Will the campaign produce tangible evidence promptly or will several years pass before the efficacy of the plan is conclusively demonstrated? These and numerous other questions were raised in the minds of those who watched the early efforts of the committee.

Now that the fifteenth month of the campaign has drawn to a close, data for answering some of these questions are available. In line with its policy of directing attention to the importance of the distribution problem in industry, *Iron Trade Review* has made a close

study of the work of the committee. Every opportunity was accorded the author by Clayton L. Patterson, secretary, and F. C. Park, office manager, to examine the files in the central office in Pittsburgh and to observe the documentary evidence of the result of the first year's efforts.

Before showing what has been done to extend the market for sheet steel, it is appropriate to describe the machinery that has been created at Pittsburgh for handling the committee's work. One of the first tasks was to build up a roster of sheet steel consumers. To date a list comprising 150,000 names has been compiled. Complete information regarding 80,000 of these users is on file and rapid progress is being made in gathering full details regarding the other 70,000. Each consumer's name, address, character of his business, list of products purchased and other information appear on a card, to which is assigned a key enabling easy classification of the cards in many groups. For instance, it is possible to quickly assemble a specific mailing list, such as the names of the manufacturers of metal furniture in Michigan, makers of sheet steel stampings in New England, sheet steel jobbers in Philadelphia, etc.

The committee also engages in an elaborate publicity and advertising campaign. It publishes two monthly magazines. One entitled, "Making Markets" is devoted to sales information and inspiration, while the other "Sheet Steel Service" is for assisting sellers, distributors and users of sheet steel. Each of these magazines originally was sent to 5,000 individuals but through requests to be placed on the mailing list the circulation of each has grown to 13,500.

A number of educational booklets have been issued, including "How to Make More Money in the Sheet Metal Business," "The Service of Sheet Steel to the Farmer," and "The Service of Sheet Steel to the Public." Reprints of data sheets on sheet steel roof coverings, cornices, ceilings and interior uses of sheets in buildings,

which are for publication in an engineering directory, are being circulated to a large list of sheet steel fabricators for their guidance.

An advertising campaign has been inaugurated in twenty-seven publications having a combined circulation of 8,953,144 readers. Up to Oct. 1, this year, 6,128 inquiries had been received in response to this and other advertising.

Another interesting activity of the committee is its effort to remove the restrictions now contained in certain building codes against the erection of sheet steel garages. Investigation has shown that these restrictions are not based on any objection to the material but in most cases to the fact that the first steel garages were unsightly. To overcome this prejudice, the committee conducted a competition in artistic design for sheet metal garages offering eleven prizes as follows:

First prize	\$500.00
Second prize	200.00
Third prize	100.00
Fourth to eleventh prizes	25.00 each

The response to the announcement of this contest was most gratifying and as a result ten or eleven excellent designs have been selected from those submitted. These will be slightly modified and when in final form will be distributed to all fabricators of sheet metal garages.

The committee is planning to have fire tests conducted by the United States Bureau of Standards to obtain valuable data on fires in office buildings and in residences in which metal furniture, metal window frames, and metal trim is used. It is desired to find out to what extent the presence of non-inflammable furnishings in a room reduces the fire hazard. This has a bearing on insurance rates, and consequently the investigation should prove valuable.

These and other activities have been responsible for directing much attention to the use of sheet metal. Interest has been displayed by practically all classes, including not only the regular buyers of sheets such as sheet metal fabricators, jobbers, contractors, etc., but also

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ROBERTS-WICKS CO.
FORMAL CLOTHES



WITH the present increase in sound national pro-
pensity, your market for high grade formal clothes
is steadily expanding.

A line of Roberts-Wicks Evening and Formal Day Wear—
exactly correct, authoritative in design, and genuine
in quality—will enable you to make the most of your
opportunities—present and future.

ROBERTS-WICKS CO. UTICA, N. Y.

A Moser & Cotins Client

POSSESSING a sound knowl-
edge of successful selling and
merchandising methods, the Moser
& Cotins organization is prepared
to develop a complete sales plan
and policy—even to the employ-
ing of the salesmen.

MOSER & COTINS *Advertising*
MOSER & COTINS BLDG., UTICA, N. Y.

MEMBER:
Audit Bureau
of
Circulation
and
A. B. P.

MEMBER:
American
Association
of
Advertising
Agencies



manufacturers in all lines, farmers, building contractors, and the general public.

The next logical question is whether or not this interest is tangible. Can actual sales be traced to it, or more to the point, has it resulted in an increased market for sheets? The answer is a most emphatic "Yes."

In the fifteen months of its activity the central office has received by letter, telegram, telephone or personal interview more than 800 inquiries involving orders actually reported amounting to about \$3,000,000 according to a conservative estimate. In addition these inquiries have resulted in business placed direct with sheet steel jobbers and fabricators of which no record is available. Scores of letters on file at the central office from pleased sheet metal dealers indicate that much business has resulted from the campaign but unfortunately there are no figures to permit even an approximation of its value in dollars and cents.

Many of the letters indicate that

sellers of sheet steel are wofully weak in reaching their market. For instance one inquiry was received at the central office for \$230,000 worth of culvert pipe. Why this buyer did not go direct to a maker of culvert pipe is a mystery, but it is a sad commentary on salesmanship in the steel industry when a purchaser of such a quantity of steel is forced to seek aid from a trade association.

The writer of another letter asked to be directed to a company that could supply 5,000 steel drums; another wanted to know where he could buy 250 sheet metal garages; another wanted to find a source of supply for sheet steel drawers in lots from 100 to 1,000. One order for twenty-five steel bungalows for a summer resort resulted from an inquiry placed with the central office. Carload after carload of steel roofing have been placed through the same channels.

The facilities in the central office for handling inquiries are well organized. When a letter is
(Continued on page 165)

Kansas City Journal-Post

announces the appointment of

Lorenzen & Thompson, Inc.

As Its National Advertising
Representatives

in the

United States and Canada

Offices in

Chicago : New York : San Francisco : Seattle

Effective December 10th, 1925

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YOU OUGHT TO WATCH TYPOGRAPHY DURING 1926

THERE is just as much difference between an ordinary compositor and a typographer as there is between an agency copy writer and the chap who writes the death notices for a country paper...The compositor and the obituary writer both fill space. But to the copy writer and the typographer space is a golden opportunity to thoughtfully, methodically and cleverly attack the inertia of the human mind so that it will capitulate in the advertiser's favor...Everybody believes in the necessity for *good* copy nowadays. But a *lot more attention* will be given to typography during 1926.

WIENES TYPOGRAPHIC SERVICE

INCORPORATED

203 WEST 40TH STREET, NEW YORK

TELEPHONE LONGACRE 7034

As Wall Street Sees the South

In an editorial, The Magazine of Wall Street, December 5th issue says:

"The remarkable advance and the economical and financial position of the South is probably the outstanding business achievement of the generation. . . . Business men have found unusually fine opportunities for expansion."

COTTON

ELECTRICAL SOUTH

SOUTHERN AUTOMOTIVE DEALER

HEAVY DUTY SPEED

SOUTHERN HARDWARE & IMPLEMENT JOURNAL

WASHINGTON H

GRAY

SOUTHERN POWER JOURNAL

formerly Southern Engineer



WHEELER CONDENSERS

A Few Highlights on Southern Markets for 1926

TEXTILE MILLS.—An ample cotton crop that is being marketed at prices that the cotton trade deem reasonable. Government reports indicate increase in active spindle hours to a greater extent in Southern mills than elsewhere. Noticeable tendency towards diversification of products in Southern mills. That the general feeling among textile people is for a good year is indicated by the way in which they are preparing their plants for 1926 production.

ELECTRICAL.—The increase in electricity in the South for last ten years was 212.7% as compared with 147.9% for the whole country. Developments by Southern utilities for the past year were noteworthy; present trend indicated by decision of the Alabama Power Company to rush to completion, two years ahead of schedule, its three largest developments in order to meet the demand for power.

AUTOMOTIVE.—Automobile registration for 1925 was 20% ahead of 1924. For a third successive year, the South ranks far ahead of the country as a whole, in percentage of gain in automobile registration. Of the ten states which made the greatest gain in percentage over 1924, eight were Southern states. Accessory and equipment jobbers for the most part are reporting considerable increase in volume as compared with previous years.

HARDWARE.—Reports from jobbers in the various parts of the South show material increase in sales for the last three months of 1925; both retail and wholesale fields indicate satisfactory business and active demand for goods is expected after the holidays. The largest cotton crop in recent years, with fairly satisfactory price, is an important factor in producing conditions favorable to hardware and implement trade.

POWER PLANTS AND EQUIPMENT.—During the past year there was an unusual amount of municipal improvements, financed through bond issues including light and power plants, water works construction, incinerators, sewage disposal plants and similar items. Present reports indicate a still larger volume for 1926. Activity in public utilities was greater during 1925 than ever before and recent reports from several leading companies indicate continuance of their extension programs. Practically all Southern power-using industries, such as textile mills, lumber mills, oil refineries, wood-working plants, etc., are operating at normal or better, which reflects good basic conditions and assures an active market for power-plant equipment during 1926.

W. R. C. SMITH PUBLISHING COMPANY

ATLANTA, GA.

Publishers of

Southern Power Journal, Cotton, Electrical South, Southern Hardware & Implement Journal, Southern Automotive Dealer

These Publications Reach 50,000 Southern Buyers

The First Hundred Thousand!

December 19th Issue

Net Paid subscribers	49,679
Net Paid Newsstand sales	25,500
*Bulk sale at wholesale newsstand rate	25,000
NET PAID	100,179
Print order Dec. 19th issue	105,000

**Sold to one of the foremost banking concerns in the world
and distributed by them to investors.*

OUR advertising rates are not based on print orders, but on **actual net paid circulation**. All bulk sales, bulk subscriptions and free copies distributed, are "thrown in" gratis.

Our present \$400.00 page rate (\$340.00 on 13-time contract) was established on a net paid basis of 45,000. We offer you the opportunity of placing a contract with us now at this rate and suggest that you send your order in before the new rate of \$650.00 per page goes into effect, the date of which will be announced shortly.

100% BUYING POWER IN

The **MAGAZINE**
of **WALL STREET**

42 BROADWAY

NEW YORK

*Our representative for Ohio and Michigan is
Dick Jemison, Vice-President, Hal T. Boulden and Associates
Room 811, Finance Bldg., Cleveland*

received asking for a source of supply, the first step is to send the desired information to the inquirer. Simultaneously the inquiry is typed in stencil and copies are sent at once to the fabricators, jobbers or salesmen interested, together with specifications and sketches of the article desired.

The total net result of the campaign cannot be stated definitely. Some significance, however, may be attached to the following comparison of shipments of sheets in tons reported by the members represented by the trade extension committee:

	October, 1924	October, 1925
Black	47,000.....	87,000
Blue anneal.....	37,000.....	57,000
Galvanized	66,000.....	70,000
Full finished.....	51,000.....	87,000
Total	201,000.....	301,000

To say that this increase of 33⅓ per cent is entirely due to the campaign would be unwarranted exaggeration. That the trade promotion of the committee contributed in an important way cannot be disputed. The reported business resulting from inquiries directed to the central office, estimated as previously stated at \$3,000,000, alone accounts for about 25,000 to 30,000 tons. One can only guess at how much of this tonnage eventually would have been placed if the central office had not assisted. At any rate, whatever reduction may be allowed in that direction is more than offset by the unreported business resulting from the campaign.

But while the immediate tangible results are impressive, they are no more important than the indirect benefits the extent of which will not be wholly apparent until a later date.

The Sheet Steel Trade Extension Committee came into being after the manufacturers of many competing materials had become firmly entrenched through elaborate educational campaigns. The public had read so much about composition roofing, wallboard and other materials that jobbers found it easier to sell their customers these products than to try to con-

vince them to use steel—even when they knew steel was preferable. The machinery for distributing steel sheets in many favorable markets was on the verge of breaking down before organized competition.

The trade extension committee sensed the situation at the outset and gradually has been building up a service to jobbers, fabricators, contractors and salesmen. It has been and still is an uphill fight to regain the co-operation of these distributing agencies lost through neglect.

However, progress now is being made. The committee's efforts to show jobbers how they can make money by developing new uses for sheets is bearing fruit. Distributors in the rural districts are awakening to the fact that farmers will buy galvanized sheet corn cribs, metal roofing and small sheet buildings. Sheet metal contractors are receiving inquiries for metal garages, sheet steel summer cottages, sentinel boxes and other small structures. Manufacturers of metal household and office furniture are reporting an increased demand. A large manufacturer of fabricating machinery for sheet metal reports a big increase in the demand for his products, especially for equipment to form parts for garages, washing machines and corn cribs. He declares this increased demand is largely due to the work of the Sheet Steel Trade Extension Committee.

It is difficult to appraise the indirect effect of the committee's trade extension activities. In showing sheet metal distributors the opportunities in new markets the committee is building up goodwill. This is a cumulative process which doubtless will prove as beneficial to the sheet mills as similar efforts have been to the manufacturers of face and common brick, cement, limestone, terra cotta, composition roofing, paint and varnish, oak flooring and numerous other products, the demand for which has been stimulated by educational campaigns.

Experienced veterans in trade extension work may be able to

point to errors of judgment in the first year's work of the committee. If mistakes have been made, they are due to the pioneering character of the work. The Sheet Steel Trade Extension Committee not only has accomplished wonders for its supporters, but it has set an example for other groups in the steel industry. Its efforts are making it easier for the public to buy steel!

G. W. Lee Returns to Todd Protectograph Company

George W. Lee, who has been sales manager of the Foamite-Childs Corporation, Utica, N. Y., for the last two years, has returned to the Todd Protectograph Company, Rochester, N. Y., as manager of the check writer sales department. He had been with the Todd company from 1913 to 1923.

Leaves Copper-Clad Range Company

Edward C. Hoffmann has resigned as sales manager and director of advertising of the Copper-Clad Range Company, St. Louis. He had been associated in that capacity for the last ten years.

Form Crowell, Williams & Company

Crowell, Williams & Company, Inc., is the name of a new advertising business which has been formed at Chicago. L. A. Crowell is president, Jay C. Williams, secretary, and Francis H. Marling, treasurer. They previously were associated with Benson, Gamble & Crowell, Chicago advertising agency.

Frank H. Young, formerly with Young & Timmins, advertising art service, is art director of the new agency.

Benjamin Joy with Dillon, Read & Company

Benjamin Joy, for two years treasurer of the Boston *Traveler*, has become associated with Dillon, Read & Company, New York, in charge of the United States and Foreign Securities Corporation, with the title of chairman. He was recently a vice-president of the Bankers Trust Company.

R. A. Johnstone Becomes Pacific Coast Representative

Roger A. Johnstone, formerly Chicago manager of *Modern Priscilla*, has opened offices at San Francisco as a publishers' representative. He has been appointed Pacific Coast representative of *Modern Priscilla* and of the Motorist Class Group, Chicago.

The difference between advertising
that **sells** and advertising that merely
tells is largely a matter of circulation

The **Boston Evening Transcript**

Has been a successful New England
institution since 1830 reaching readers
who **can buy and do buy**

National Advertising Representatives

CHAS. H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles

"If during the life of this contract you increase your rates, it is explicitly understood that the duration of this contract is automatically extended, at the rate listed above, for a period of one year after the date the new rates are effective. And it is further understood, should you decrease your rates, that the reduced rates will apply to this contract at such time as the new rates become effective."

For the benefit and protection of those of our clients who use trade paper space, the above quoted phrase is included as a conditional clause in all our contracts with trade publications.

(Incidentally, the use of this clause is our contribution to the cause of bringing about uniformity of policy and action among trade publications).

While the use and acceptance of this condition will affect our billing in all cases of rate increases and decreases, we shall feel satisfied, because we cannot justify the paying of a higher rate by any one of our clients (an old advertiser) than by any other advertiser (new or old), in any trade publication.

Bissell & Land
INCORPORATED
Advertising & Merchandising
337 Boulevard of the Allies
Pittsburgh

York County, Penna.

97% of the population
of York County na-
tive born white.



1. York is the 14th county in the United States in agricultural wealth.
2. Wages in manufacturing plants alone in York County in 1924—\$22,199,800.00.
3. Two-thirds of the personal property tax of the county comes from outside the city.

York (Pa.) Gazette and Daily

*(Covers the whole field
completely and intensively)*

Howland and Howland
National Representatives

NEW YORK
393 Seventh Ave.

CHICAGO
360 North Michigan Avenue

Economic Facts of Pro- hibition to Be Deter- mined

THE Treasury's post office supply bill for prohibition enforcement for the next fiscal year carries an item of \$50,000 to be used by the Assistant Secretary of the Treasury, in charge of prohibition, General Lincoln C. Andrews, for the purpose of collecting and disseminating statistical information.

This provision of the bill will allow the organizing of a special statistical bureau as a part of General Andrews' organization, and announcement of its personnel is expected soon. While there are many records of the prohibition unit which could be analyzed statistically, no attempt has ever been made on the part of the Government to determine such results. Under the new policy, all records will be kept accurately and reports will be in a form which anticipates statistical analysis, and there is no doubt that the new bureau will be of value in determining the economic facts of prohibition.

The statement has been widely published that the appropriation bill will again provide a fund of \$50,000 for posters. This item is not expected to remain in the bill, since it is opposed by General Andrews and the administration on the ground that it is not the business of the Government to advertise the advisability of keeping its laws. An appropriation of the same amount for the same purpose last year was not used by the administration, and there is no evidence to support the view that the prohibition officials have changed their minds on the question of advertising the merits of prohibition.

New Account for Smith Endicott

The Smith Endicott Company, Boston advertising agency, has been appointed to direct the advertising account of the Chandler Manufacturing Company, Cambridge, Mass., knit goods.

Journalistic Achievement!

The Memoirs of Mayor John F. Hylan of New York

covering his eight years of office
secured for exclusive publication in the

NEW YORK
EVENING GRAPHIC
MEMBERS A. B. C.

This vividly striking feature emphasizes the progressive policy of New York's crusading newspaper. It adds a vital chapter to NATIONAL as well as LOCAL affairs. It accentuates the clean-cut progress made by this newspaper since its inception only a trifle over a year ago. It presages a growth for 1926 even more remarkable than that attained during 1925.

It makes the New York Evening Graphic a power in the evening newspaper field. It typifies the alert, constructive editorial policy of

New York's only complete evening Tabloid newspaper

The
NEW YORK
EVENING GRAPHIC

Published by Bernarr Macfadden
H. A. AHERN, Advertising Manager
25 City Hall Place

POWERS & STONE, Inc., Western Representatives
250 Park Ave., New York; First Nat'l Bank Bldg., Chicago; 402 Little Bldg., Boston

To National Advertisers:

How thoroughly will you Ruhr District of Am

The Cincinnati Post

has a circulation of 190,148 in the rich Ohio Valley to which, in a recent speech in Cincinnati, Owen D. Young, Chairman of the Board of the General Electric Co. and a member of the Dawes Reparations Commission, referred as the Ruhr District of America because of its great industrial and mining activities.

One million persons reside in this great "Ruhr" district and The Post goes into homes where more than 750,000 of them live.

First in total circulation by 40,000 and going into 31 per cent more city and suburban homes than the combined Cincinnati morning papers, The Post is the ideal medium to carry your message.

The Post
has
190,148
total
circulation

The Post
has
120,000
city and suburban
circulation

The Cincinnati Post

First in Cincinnati

A SCRIPPS-HOWARD NEWSPAPER

Represented in the National Advertising Field by

ALLIED NEWSPAPERS, INC.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

Will you cover the great
America in 1926?



SPECIFY LINOTYPE FACES

AND YOU SPEAK
THE UNIVERSAL LANGUAGE
OF PRINTERDOM

WHEN you write your typographic specifications in Linotype terms you are using the one universal language of printerdom.

The Linotype is the standard composing machine of the world. Linotypes and Linotype specimen books are in almost every newspaper and commercial printing plant from New York to Singapore.

Linotype specimen books should be a part of the working equipment of every man who plans advertising or printed matter of any kind. If they aren't on your desk now, the coupon will bring them.

THE LINOTYPE BULLETIN gives you the latest news of typographic developments the world over. Your name will be added to the mailing list on request.

DEPARTMENT OF LINOTYPE TYPOGRAPHY
MERGENTHALER LINOTYPE COMPANY

461 Eighth Avenue, New York

COMPOSED ENTIRELY ON THE LINOTYPE

PLEASE send me the following without charge:

- ☐ Specimen Book of Linotype Faces.
- ☐ Linotype Decorative Material Catalogue.
- ☐ Put my name on the BULLETIN list.

NAME

FIRM

ADDRESS

A "Sure Fire" Demonstration Advertised

Notice of a rather unusual demonstration to be held by the E. K. Wood Lumber Company recently appeared in Los Angeles newspaper advertising. The copy includes an illustration of a frame house, withstanding the fire of a giant torch. The caption reads, "Legalized Incendiarism." The text explains: "With the sanction of the city authorities and the fire department, we will deliberately set fire to two buildings."

The reader is then told that one of the houses will burn to the ground, while the other, which has been painted with a special brand of fire-retarding paint, will not burn. Architects, builders, painters and others, are invited to attend the demonstration.

P. L. Iddings Advanced by Wayne Tank & Pump

P. L. Iddings, who has been assistant advertising manager of the Wayne Tank & Pump Company, Fort Wayne, Ind., has been appointed advertising manager, succeeding R. G. Ewell.

Albert T. Hall Dead

Albert T. Hall, publisher of the Greenfield, Mass. *Gazette and Courier*, for the last twenty years, died at that city on January 3, at the age of fifty-eight.

P. D. Van Vliet Joins A. C. Nielson Company

P. D. Van Vliet has joined the staff of the A. C. Nielson Company, business surveys, Chicago. He will edit the company's industrial surveys and direct its advertising. Mr. Van Vliet was advertising manager of the Universal Portland Cement Company, Chicago, for several years prior to 1919 when he took over similar duties for the Wells Brothers Construction Company, of that city.

John Kirby, Jr., Dies

John Kirby, Jr., president of the Dayton Manufacturing Company, Dayton, Ohio, died last week at that city at the age of seventy-five years. He was a charter member of the National Industrial Conference Board and a former president of the National Association of Manufacturers.

Appoints Kimball-Mogensen

The Centralia, Wash., *Chronicle* has appointed the Kimball-Mogensen Company, publishers' representative, as its national advertising representative.

Elgin, Ill., Papers Merge

The Elgin, Ill., *News* and *Courier* have been consolidated. The first issue of the new publication, the *Courier-News*, was issued on January 2.

**If You Are Advertising
Any of the following**
Send At Once for Sample Copy

**Sweater News
and
Knitted Outerwear**

Knitted
Sweaters
Bathing Suits
Infants' Wear
Dresses
Fabrics
Scarfs
and Caps

Also
Yarns
Machinery
Equipment
and Supplies
for Knitting
Mills

**The
Underwear & Hosiery
Review**

Knitted
Underwear
Hosiery
Golf Hose
Infants' Sox
Silk Vests
and Bloomers
Nainsooks

Also
Yarns
Machinery
Equipment
and Supplies
for Knitting
Mills

Published by
KNIT GOODS PUBLISHING CORP.
93 WORTH STREET, NEW YORK

EXHIBITS

Are the starting points on a direct pathway to increased sales.

Plan now to exhibit your product at the 1926 Conventions and Expositions that will draw an attendance from the industries you serve.

You can easily select a good number of such events from the monthly issues of "World Convention Dates"—which gives the meeting place, dates, secretary's address, and attendance for 10,000 annual Conventions, Expositions, Fairs and Banquets.

4,500 important coming events are already scheduled for the current year

Send \$15 for annual subscription (12 issues) or ask for descriptive leaflet No. 20

HENDRICKSON PUBLISHING COMPANY, INC.
1402 Broadway, New York City

organ

Do you want your house organ to be better looking? We would be glad to develop a style for it.



CURRIER & HARFORD L^{td}

Selective Advertising

27 East 31 New York Cal 6076

Annual Report of the Federal Trade Commission

Washington Bureau of PRINTERS' INK

BECAUSE of its radical change of policy, and several important cases disposed of, the report of the Federal Trade Commission for the fiscal year ended June 30, 1925, is of unusual interest. It is the most complete report ever published by the Commission, containing more than 250 pages and is the most important document available to those who are interested in the ethical and legal phases of the Commission's activities.

Under the laws which it administers, the Commission was called upon during the year to handle 3,162 separate legal matters relating, in large part, to unfair competition in foreign and domestic trade. It disposed of 2,268 legal matters, leaving 894 undisposed of at the end of the fiscal year. There were 565 applications for complaint pending at the beginning of the year, 340 were docketed during the year, and there were four rescissions of previous action, making a total of 909 for disposition during the year. Of these, 421 were disposed of, 118 by docketing of complaints and 303 by dismissal of the application, leaving 488 pending at the close of the year. There were 132 official complaints issued during the year, and a total of 396 including those carried over. Of these, 176 were disposed of by the issuance of seventy-three orders to cease and desist, and by the dismissal of 103 complaints. At the close of the fiscal year, 220 complaints were undisposed of.

The report not only explains the procedure and activity of the Federal Trade Commission, but it gives in detail an explanation of all of the important cases handled, with court decisions, and lists all of the cases instigated during the year as to charges and disposition.

Another important feature is a section devoted to methods of com-

The Burroughs Publications
announce the appointment of

S. D. R. Smith

as manager of their Western
office, 434 South Wabash
Avenue, Chicago, Illinois

*** The Burroughs Publications**

Detroit, Michigan

*BUSINESS—171,000 business executive circulation.

*THE BURROUGHS CLEARING HOUSE—53,000 bank
executive circulation.

Your 1926 Catalogue

can be built to swell your sales volume.

Be sure to let your advertising man help you, and be doubly sure to let the right printer produce it.

Braunworth & Company produce catalogues that sell!

There are useful hints about catalogues in the January issue of "Printed Sealing." Write for your copy.

BRAUNWORTH & CO., INC.
60 Broadway, Brooklyn, N. Y.

Telephone Stagg 6300



Ideas

A WELL-SET advertisement is but the sum of many ideas. Ideas flourish where minds meet—as they do in a complete printing establishment.

Ours is.

**McGRAW-PHILLIPS
PRINTING COMPANY**
INCORPORATED

A Complete Printing Establishment

10th Ave. at 36th St., New York

petition condemned by the Commission. This has also been a feature of previous reports, and the list of 1924, which is not changed in the present report, was the subject of a special article in **PRINTERS' INK** last year.

The report is a complete record and description of one of the most discussed activities of the Government at the present time. Copies may be secured at twenty cents each from the Superintendent of Documents, Government Printing Office, Washington.

Minnesota Tourist Advertisers Elect Officers

New officers of the Ten Thousand Lakes of Minnesota Association, elected at the ninth annual meeting of that body held recently in Minneapolis, are: President, A. L. Roberts, Winona; first vice-president, Frank S. Gold, Minneapolis; second vice-president, A. D. Darge, St. Paul, and treasurer, Charles B. Mills, Minneapolis. The association was formed in 1916 for the purpose of building up, through national advertising, the tourist traffic into Minnesota, and exploiting the State's natural beauties.

Buy Interest in "Fourth District Banker"

E. R. Castle and T. W. Carwile have purchased an interest in the *Fourth District Banker*, Cleveland, Ohio. Mr. Castle has been editor of *Finance & Industry*, Cleveland, and Mr. Carwile has been advertising manager. They will hold the same positions with the *Fourth District Banker*.

Starting with the February issue, the *Fourth District Banker* will broaden its field and change its name to the *Fourth District Banker and Manufacturer*.

Dodge Brothers Create New Sales Divisions

Dodge Brothers, Detroit, have created four new sales divisions to cover the entire country. The Eastern division will be in charge of S. A. Stephens. W. R. Hellman will be manager of sales of the Southern division. William M. Purves will manage the Central division and H. W. Sherer, the Western division.

Chocolate Sauce Account for Albert Frank

The Sat-Ten Products Company, Wellesley, Mass., manufacturer of Sat-Ten chocolate sauce, has appointed the Boston office of Albert Frank & Company, advertising agency, to direct its advertising.

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The toll of a reasonable sounding theory



Guided by the "reasonable sound-
ing" theory of a Northwest pass-
age to China, Henry Hudson
froze to death in arctic waters.
All history, including that in the
making today, is littered with
such tributes to "reasonable
sounding" theories.

In Portland advertising there is one
piece of proof that eliminates such guess
work---that is the giant gains made by
the Journal in local display advertising.
The Journal has far outdistanced all
other local papers combined. This was
made in addition to four years' leader-
ship in the local field.

Journal circulation must be the most
profitable to local advertisers since they
continue to buy it in increasing
amounts. Direct your advertising policy
by this material proof of Journal su-
periority.

Oregon Journal

BENJAMIN & KENTNOR COMPANY, *Special Representatives*
New York Chicago

California Supervises Real Estate Advertising and Selling

New Act Creates a State Real Estate Department Which Is Given Complete Control Over Real Estate Sales Activities

By Thomas J. Mercer

IN California, if one wishes to engage in the real estate business as broker or salesman, he must be licensed by the State real estate commission. Anyone operating in the real estate business, either as broker or salesman, must keep his representations in sales work or advertising in the straight line of truth or the license is subject to revocation by the real estate commissioner, with the right of appeal to the courts. If the court sustains the commissioner's revocation, one is no longer in the real estate business. This is the result of a piece of legislature known as the State Real Estate Department Act which took effect July 24, 1925.

In an interview for **PRINTERS' INK**, John R. Gabbert, real estate commissioner, discussed some of the interesting phases of the work of his department:

"It is not the purpose of the law or its administration to hinder any legitimate enterprise in the advertising or sale of real estate in California," said Mr. Gabbert. "But it is the purpose of the law and its administration to throw about real estate operations such safeguards as will afford the prospective investor protection against misrepresentation, and especially in the case of agricultural lands for colonization, access to unbiased information regarding essentials.

"In the latter activity, the law provides that the owner or broker may request the department for an investigation, or the commissioner may institute such an investigation of his own volition, to determine the characteristics of the proposed development in relation to the represented possibilities of its use. Soil, climate, water supply, drainage, title, encumbrance, transportation and other factors likely to

enter into the representation of promoters as being of interest to prospective buyers are thoroughly investigated. If the investigation shows that the project is worthy of being promoted for the purpose stated by the promoters, the findings are certified by the commissioner and public announcement is made through the newspapers of such certification. If the project does not measure up in the essentials under investigation, certification is denied and the public announcement carries the suggestion that interested parties may find information regarding the project at the office of the commissioner.

HOW IT OPERATES

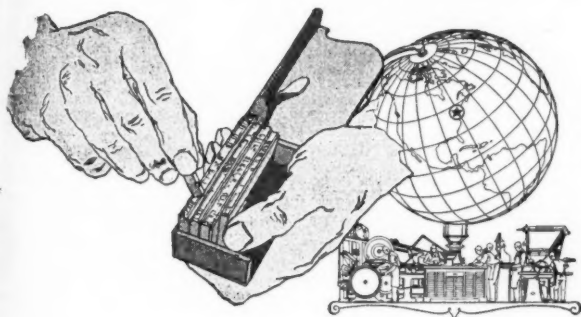
"In the last few weeks, we have made investigations of two important colonization projects. In one, the promoter provided the department with full information. Certification was granted and the project is now under development.

"In the second instance, a tract was advertised, one claim being that the owners were reliably informed by persons in position to know that ample water was available. We investigated, challenged this statement as being evasive, asked the owner to prove it, and since well-boring operations did not substantiate the claim, certification was withheld.

"While the law does not extend our jurisdiction to the investigation and certification of subdivisions for residence purposes in the same manner as for colonization projects, it nevertheless provides for the exercise of departmental regulation of the statements made in advertising and sales work. This regulation is in the form of authority granted to the commissioner to suspend temporarily or permanently revoke

Craftsmanship

in NEW YORK CITY, the Printing Centre of the World



THE introduction of high speed machinery in printing has done away with much arduous hand labor. But this has not displaced Craftsmanship. Machines are mere tools; the skilled human direction behind the Machine is still Craftsmanship. Printing has not become a commodity; it is still a professional service, a matter of expert hands.

In New York City the standard of Craftsmanship is today higher than ever. Each year finds New York City the home of more concerns who embody Craftsmanship in their own products and demand it in their printing. Each year finds the best of the trained hands coming to New York City as the acknowledged centre where their talents have the greatest market.

There is no piece of printing which is not a better commercial "buy" for having a certain content of Craftsmanship. It is a practical necessity in printing that fulfills its purpose.

To insure Craftsmanship in the degree needed in *your* printing is a matter of knowing where the particular trained hands are—knowing the printing resources of New York City.

This is the fourth of a series of messages in which you, a user of printing, are made better acquainted with the New York City printer and his tremendous capacity to serve you.

New York Employing Printers Association, Inc.
and Allied Industries

the license of any broker or salesman who is found guilty of:

1. Making any substantial misrepresentation, or
2. Making any false promises of a character likely to persuade or induce, or
3. A continued or flagrant course of misrepresentation or making of false promises through agents or salesmen, or
4. Acting for more than one party in a transaction without the knowledge or consent of all parties thereto, or
5. Any other conduct, whether of the same or a different character than hereinbefore specified, which constitutes dishonest dealing.

"These definitions of misconduct are in the law itself and furnish the basis upon which complaints are considered. Hearings on complaints are of two kinds, formal and informal. In the informal hearing, the commissioner or deputy gets at the facts and endeavors to arrange matters on an equitable basis in accord with the facts. If this hearing indicates that the broker or salesman has been guilty of any of the five forms of misrepresentation defined above, the case goes to a formal hearing with attorneys representing the parties and with a

court reporter present to take the record in case it may later be required for court review. If license is revoked and appeal is taken, the license goes up on appeal in the position of one who must prove his innocence in court. In only one case has there been a court reversal of the commissioner's revocation of license, and about twenty-five licenses have been revoked.

"Section 20b of the act covers advertising very completely:

Every officer, agent or employee of any company, and every other person who knowingly authorizes, directs or aids in the publication, advertisement, distribution or circularization of any false written statement concerning land or subdivision thereof offered for sale, and every person who, with knowledge that any advertisement, pamphlet prospectus or letter concerning any said land or subdivision contains any written statement that is false or fraudulent, issues, circulates, publishes or distributes the same, or shall cause the same to be issued, circulated, published or distributed, or who in any other respect, wilfully violates or fails to comply with any of the provisions of this act, or who in any other respect wilfully violates or fails, omits or neglects to obey, observe or comply with any order,



MORE POWER TO YOUR ADVERTISING
..... *and less waste!*

WE WERE not the first to recognize waste in advertising. Such wastes are apparent to all. But we were first, among agencies, to make waste reduction the keynote of our service and to show how forty of these wastes may be avoided.

Doyle, Kitchen & McCormick, Inc.

2 WEST 45th STREET NEW YORK.

Advertising

THE NEBRASKA FARMER

A Weekly Farm Paper

**—made the greatest gains in commercial
lineage during 1925 of any farm paper.**

There are reasons for this:

This publication has the largest percentage of strictly farm coverage in its own state of any farm paper. It is subscribed for by nearly three-fourths of all the farmers in Nebraska.

It is the only farm paper of state-wide interest published in Nebraska. In a word, it is NEBRASKA'S FARM PAPER.

THE NEBRASKA FARMER has kept abreast the progress of farming, not by serving its subscribers less frequently, but more intensively. During the year just closed it rendered direct service by correspondence to nearly one-fourth (25,000) of its readers. It gave legal and business counsel by direct letter to 12,000 farmer subscribers last year.

It is the confidential friend and advisor to a vast number of farm folks in its field who have come to respect it on account of the dependable and intimate service it has rendered them since 1859.

We claim no special credit for this. Other farm papers are doing as well in their respective states. We simply point to the achievements of The Nebraska Farmer as representative of what it is necessary for a farm paper to do to make it worthy the first consideration of advertisers who really desire to develop patronage in the farm field.

THE NEBRASKA FARMER

Nebraska's Farm Paper

SAM. R. McKELVIE, Publisher, Lincoln, Nebraska

Wallace C. Richardson, Inc.
250 Park Avenue,
New York



Standard Farm Papers, Inc.
307 No. Michigan Ave.,
Chicago, Ill.

Member Standard Farm Paper Unit

permit, decision, demand or requirement of the commissioner in this act, is guilty of a public offense, and shall be punished by imprisonment in the State prison or the county jail for a term not to exceed two years, or by a fine of not to exceed two thousand dollars. It shall be the duty of the district attorney in each county to prosecute all violations of the provisions of this section and of this act in the respective counties in which said violations occur, such prosecutions to be instituted, however, only upon the written request or demand of the real estate commissioner.*

"The enactment and administration of the law have had the effect of clearing the State of the operations of many who were not disposed to limit themselves to the plain truth in selling land. There has been a considerable reduction in the number of real estate brokers and salesmen since the law went into effect. On the part of those who remain in the business, or who are entering it now, there is manifest a deeper interest in the

*It will be noticed that the word "knowingly" is included in this section of the act. It seems certain that it will be extremely difficult to secure convictions under this section so long as it contains the word "knowingly."—[Ed. PRINTERS' INK.]

essentials of legitimate conduct, even to the extent of the adoption of courses of study and training in real estate practice in our institutions of learning. These are fostered by real estate boards which were instrumental in bringing about the passage of this act, and which are now co-operating with the department in the examination of applicants for licenses."

Asked what effect the law has had upon the work of the bureau, Ferris R. Miller, director of the Los Angeles Better Business Bureau, said:

"While it cannot be determined whether or not it has lessened the number of complaints we have to consider, the law has given us a stronger lever to use in our work for a more general co-operation of real estate men toward the elimination of 'bunk' from advertising and sales work. In hard cases, it makes it easier for the disturber to see the light, so to speak. And it has brought us a valued co-operator in our work in the person of the State real estate commis-

Population 70,000 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880. Forty-Sixth Year.

Brockton Daily Enterprise

Printing 23,000 Daily

Flat Commercial rates 6½ cts. per line, 91 cts. per inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE

TORONTO—92 Adelaide Street West LIMITED.

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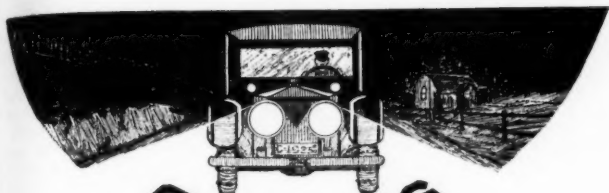
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COMING CANADA'S Big Motor Show MONTREAL

January 23rd to 30th, 1926

The Annual Montreal Motor Show besides being the largest in the Dominion is the most important exhibition of any kind which takes place in Montreal, and thus obtains a particularly large share of the public attention.

The Montreal Daily Star, during the Show week, will as usual give special prominence to automobile matters, and in its issue of Saturday, January 23rd, the opening day, will contain a Motor Feature, which is recognized as the best automobile advertising opportunity of the year in Canada.

The Star's readers, comprising as they do 100% of the English speaking population, besides many thousands of the best bi-lingual business and professional French families, constitute an automobile market unsurpassed in the Dominion.

The Montreal Star's Coverage of its Constituency is so Complete that there are More Than 40,000 Homes in this, the Best Automobile Market of Canada, which Cannot be Reached Through Any Other Medium.

Write the Advertising Manager for information concerning the Montreal Motor Show issues of the Star, and for full particulars with regard to advertising rates and circulation.

The Montreal Daily Star.

Canada's Greatest Newspaper

ESTABLISHED 1869

BRANCH OFFICES:

Montreal

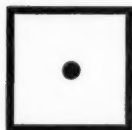
New York, U. S. A.
DAN A. CARROLL
110 E. 42nd St.

Chicago, U. S. A.
J. E. LUTZ
78 E. Madison St.

Toronto, Ont.
M. W. MCGILLIVRAY
390 Bay Street

Canada

London, Eng.
M. A. JAMIESON
17 Cockspur St., S. W. 1.



Which Do You Look at Longest?

- the dot standing alone
- or the dot in the square

?

Read no further till you make the test!

Now then— What do you find?

That the dot in the square holds your eye longest. And the dot that stands alone lets your eye wander. There are no boundaries to stop it, no frame to hold in your gaze.

Hang up a picture without a frame. Your eye goes wandering all over the wall. That's why an artist lets no one see his painting unless there's a frame around it. *The frame holds the attention and keeps the eye from running off the edges of his canvas.*



An artist knows that. And if you never thought about it before, the above test brings this forcibly to your mind:

—if a dot without a frame and a picture without a frame do not pin down and hold attention neither does any article of merchandise fasten attention to itself if it has no frame.

Our job is to frame your masterpiece, to set your product in attention-compelling and attention-keeping display containers lithographed in vivid colors; combining a carton and display case in one.

Free of any obligation whatsoever we will be pleased to furnish you with ideas, dummies and estimates of display containers especially for your product.

BROOKS BANK NOTE COMPANY

New York

Philadelphia

Boston

Springfield, Mass.

Mr. Gabbert, who is a member of the bureau's board of directors and takes a keen interest in whatever is called to his attention by the bureau.

Few laws are so broad as to cover all contingencies, and there are some cases that are without the pale of the commissioner's authority under the real estate act. The activity which seemed to attract men who found their calling otherwise restricted by the real estate law, was the promotion of questionable mountain cabin sites and beach lots. In one instance, I learned that the promoter was actually selling unpatented Government land. In another, mineral claims upon which no work had been done or payment made for many years were being sold as cabin sites. Needless to say, prompt action by the bureau brought a cessation of these activities, and restitution."

Explorer's Testimonial Copy Used by Dodge Dealers

The fact that Dr. Roy Chapman Andrews used five Dodge cars on his recent Third Asiatic Expedition, under the auspices of the American Museum of Natural History, was used as the subject matter of joint newspaper advertising by Dodge dealers.

The text quotes Dr. Andrews. He describes the region through which the Dodge cars were used and tells how some sixty or seventy Dodge cars are making regular trips far into the interior of the Gobi Desert.

New Accounts for Rickard Agency

Rickard and Company, Inc., New York advertising agency, has been appointed to direct the advertising of the following accounts: The Oakley Chemical Company, New York; the Carbondale Machine Company, Carbondale, Pa.; the Threadwell Tool Company, Greenfield, Mass., and the National Gas Engine Company, Harrison, N. J.

Farm Paper Campaign for French Potash

Farm papers in the South will be used in a campaign which is to be conducted for French potash by the Bureau of Agricultural Information of the Societe Commerciale des Potasses D'Alsace, Atlanta, Ga. The Johnson-Dallis Company, advertising agency of that city, has been appointed to direct this campaign.



ADVERTISING

Agencies and Advertisers seeking an improvement and greater cooperation in their typography and printing, will find both of them here. Other leading and progressive concerns have found them.

SCHMIDT & LEPI

Typographers • Printers

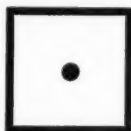
240-248 WEST 40th STREET
NEW YORK CITY
Pennsylvania 7210-7211

Be it only a letter or folder

"The big advertising agencies won't look at us." Thus spoke a man who needs little more than a letter or a piece of sales literature now and then. He is our Client now and we are serving him to his satisfaction and profit. Indeed, we specialize in such work and in trade, class and technical paper advertising.

Corneil Ridderhof

Advertising
Times Building
New York



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—the dot standing alone

—or the dot in the square

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BROOKS BANK NOTE COMPANY

New York

Philadelphia

Boston

Springfield, Mass.

Jan. 7, 1926
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ADVERTISING
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SCHMIDT & LEPIs

Typographers • Printers

240-248 WEST 40th STREET

NEW YORK CITY

Pennsylvania 7210-7211

Be it only a letter or folder

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Corneil Ridderhof

Advertising
Times Building
New York

We'd
like
to
attract
an
Account
Executive
and
Writer
of
Ability

— we said
ABILITY. We
couldn't very
well disregard
experience—but
ABILITY is
the thing.

You'll know the
4A agency. Ad-
dress "J," Box
53, c/o P. I.

Munsey's Will Provides for Disposition of Newspapers

UNDER the terms of the will of the late Frank A. Munsey, publisher of the *New York Sun* and *Telegram*, *Munsey's Magazine* and other magazines, provision is made for the disposition of his newspaper and magazine holdings. The bulk of his estate is bequeathed to the Metropolitan Museum of Art.

Mr. Munsey directs that his publishing interests be sold in order that the proceeds may be turned over to his beneficiaries. In order that these may be disposed of to advantage, Mr. Munsey made the following provision:

Whereas so large a percentage of my property is vested in good-will that it would require some time to convert my entire property into cash with any reasonable conservation of said property: Newspapers, periodicals and merchandising properties are not easily sold. To dispose of them to disadvantage means finding customers for them. . . . I therefore direct that my executors have five years in which to convert my property into cash, and more time, if in the discretion of the Court, they should have it. Forced liquidation of my publishing and other interests, in which good-will is a big factor, would mean slaughter of my assets.

A number of Mr. Munsey's associates are remembered with specific bequests. Among those provided for are:

William T. Dewart, who has become head of the Frank A. Munsey Company and president of the companies publishing the *Sun* and *Telegram*, \$50,000; Richard H. Titherington, \$50,000; Christopher H. Pope, \$25,000; Erman J. Ridgway, \$25,000.

Ten thousand dollars to each of the following: Matthew White, Jr., Robert H. Davis; Charles H. Stoddart, Robert Ferris, C. H. Tate, Joseph Brannigan, Henry Ney; Clarman T. Dixon; Fred A. Walker, general manager of the *Telegram*; F. B. Walker, Hazel Lyons, Minnie Osterthal and Hilda Hewbert.

Following Mr. Dewart's succession to the offices held by Mr. Munsey, there have been several elections made to fill the vacancies. These changes are:

Frank A. Munsey Company: Mr. Dewart, president and treasurer; Richard H. Titherington, vice-president, and C. F. Dixon, director.

Moving Baltimore en Masse

Three hundred and fifteen thousand people visited The Baltimore News Christmas Show from November 30 to December 24. Lines of people eight blocks in length waited to see this extraordinary show, which covered one floor of the Hearst Tower Building. Traffic was disorganized and extra police were brought out to take care of the great crowds. This truly shows the acceptance of The Baltimore News and its exclusive exploitation of Baltimore's most complete Christmas exhibition.

The Baltimore American "Home Beautiful" exhibit moved 127,000 people from November 1 to November 8. Four homes were beautifully furnished by Baltimore merchants. The homes were located in different parts of the city. The weather man was against that particular week. It rained three days during the week, and even rain did not keep the people away; 127,000 of them visited the exhibit—this was the most successful home demonstration in the history of Baltimore.

THE BALTIMORE NEWS

AND

Baltimore American

National Advertising Representatives

G. LOGAN PAYNE CO. PAYNE, BURNS & SMITH
St. Louis—Los Angeles New York—Boston
Chicago—Detroit Atlanta

A sales-producing advertising man

In 3½ years, against a highly competitive field, he has doubled the sales of his present employer—with less than a 20% increase in advertising expenditures.

With another manufacturer, in 4 years, he built up a sales volume that reached its highest peak during the worst slump in the history of the industry.

He is thirty—married—a college graduate—agency trained—with 9 years of successful work to his credit in planning and producing practically all forms of advertising.

He earned \$6,000 last year—and if the opportunity is there he will consider making a change at the same figure.

Apartment 29
106 Morningside Drive
New York, N. Y.

DIRECTOR OF SALES

For New York Suburb Real Estate Subdividing Company

with actual experience in the direction of a staff of fifty or more men, with several additions under way at one time, where individual lot sales have averaged \$2,000 or better. Not a desk man, nor exclusively a field man, but one who uses all methods of intensive promotion, organization and control. A natural leader who commands respect without being "too heavy." The opening is in New York City, where there is no boom, and not even an abnormal market, but where there is a healthy, regular growth, with a market of six to ten million people to draw patronage from. Compensation will be by an over-riding commission, with \$10,000 a year guaranteed. Address "F," Box 50, Care of Printers' Ink

Sun Printing and Publishing Company: Mr. Dewart, president; Mr. Titherington, vice-president; Edward P. Mitchell, trustee. Mr. Mitchell was associated with the editorial work of the *Sun* for fifty years.

New York Herald Company: Mr. Dewart, president; Mr. Titherington, vice-president, and Mr. Mitchell, Stewart Olivier and C. H. Pope, directors.

Chicago "Daily News" Earnings

Net profits, after depreciation but before Federal taxes, of the Chicago *Daily News*, have averaged annually for the four years and nine months ended September 30, 1925, \$1,497,625, according to a statement recently made by Walter A. Strong, president of The Chicago Daily News, Inc. Circulation, good-will, Associated Press franchises and reference library are carried on the balance sheet at \$12,000,000.

F. G. Eastman Joins Erwin, Wasey & Company

Frank G. Eastman, formerly on the advertising staff of the General Motors Corporation, Detroit, and for the last year with The Glen Buck Company, Chicago, has joined the creative staff of Erwin, Wasey & Company, Chicago advertising agency. Before his association with General Motors, Mr. Eastman was advertising manager of the Packard Motor Car Company and, later, of the Lincoln Motor Company.

J. W. Jaap Joins Procter & Collier

George Walter Jaap has joined the staff of The Procter & Collier Company, Cincinnati advertising agency. He was at one time assistant advertising manager of the Chalmers Motor Company, Detroit. He also was for nine years with the Sherwin-Williams Company, Cleveland, as assistant advertising manager, advertising manager, and as sales manager of the Chicago territory.

Join Addison Lewis and Associates

Page Ahern and Harvey R. Kruse have joined the staff of Addison Lewis and Associates, Minneapolis. Mr. Ahern had been a member of the advertising staff of *The Radio Record*, also of Minneapolis, and Mr. Kruse was district sales manager of the Brown Book Company, New York.

Sales Manager on Board of Directors

Harvey H. Miller, sales manager of the American Laundry Machinery Company, Cincinnati, has been elected a member of the board of directors.

Jan. 7, 1926

ROBERT L. BARROWS
W. M. RICHARDSON
ERNEST V. ALLEY
H. L. WHITTEMORE
ARTHUR SAMUELS

Effective January 1st,
1926, the
firm name of Barrows &
Richardson will be changed
to Barrows, Richardson &
Alley. This change is one
of name only. There is no
change of personnel or
ownership.



BARROWS, RICHARDSON
& ALLEY
ADVERTISING

NEW YORK OFFICE:
19 WEST 44th STREET

BOSTON OFFICE:
77 FRANKLIN STREET

Advertising—Arch Enemy of Poverty and Disease

How Appeals to Parents through Their Children Are Changing Our Habits, Our Ambitions, and Our National Consciousness

By Richard Surrey

DURING March, of this year, the Pro-phy-lac-tic Brush Company used a page advertisement offering free toothbrushes of a special size for children born within certain years. It expected no more than 25,000 replies. In fact, it organized a little staff of six girls to handle approximately that number of requests for free toothbrushes.

But before the advertisement stopped pulling 145,835 inquiries had been received, the staff of girls had been increased to eighty-four, and the post office at Florence, Mass., had to send out an S. O. S. call for six extra clerks to handle the mail.

Why?

Because people had been pulling.

The

possible gift for a growing

(A bank account would

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Christmas present

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But

together

Seaboard

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ing

for

In the first place it
wasn't 145,835, it was

174,326

In the second place one
color page in the Amer-
ican Weekly did it!

[Everyone guessed that
because no other mag-
azine could do it . . .]

The 
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9 East 40th St., New York

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Recent Government Publications of Interest to Advertisers

*Washington Bureau
of PRINTERS' INK*

OUR purchases from Brazil are much greater than our sales to that country, and this fact alone indicates the value of a new trade information bulletin (No. 379) entitled "Selling in Brazil," by M. A. Cremer, Assistant Trade Commissioner, Rio De Janeiro. The report covers every important phase of the subject and will be invaluable to exporters, especially those who are contemplating an initial sales campaign in Brazil.

The introduction points out that our sales of merchandise to Brazil grew from \$30,000,000 in 1913, to \$45,500,000 in 1923, and that in 1924 they jumped to more than \$65,000,000, an increase of 42 per cent over the preceding year. That there are still many opportunities to increase the volume is shown by the fact that at least half of the exports for 1924 represented a very wide range of products from our farms and factories, including barley, malt, fresh fruits, cotton goods, barbed wire, machinery, tools, paints and chemicals.

The report then sets forth the facts and figures which indicate selling opportunities in Brazil and thoroughly covers such subjects as the factors affecting business, selling mediums and methods, distribution, consignment of goods, contracts with agents, prices and discounts, financing, methods of drawing drafts, shipping, packing and marking, parcel post, samples, and warehouse laws. One of its important discussions concerns Government purchasing; it also gives some excellent advice on trade-marks and patents, all necessary information for an understanding of the tax situation, and presents a study of Brazilian business methods.

In regard to advertising, the report states about 85 per cent of the people of Brazil are illiterate. The circulation of most journals and magazines is comparatively

small, and while advertising rates are low, the cost of advertising is actually more expensive than in this country, because of the high cost per thousand of circulation.

Statements of the kind, however, the report cautions, are not intended to discourage advertising in newspapers and magazines, since money spent in this way is by no means wasted, provided the campaigns are well planned with the peculiarities of the country in mind. The report then points out the various methods and advertising materials which have been found to be profitable in selling in Brazil.

* * *

"The Mexican Market for United States Foodstuffs," by Leslie A. Wheeler, of the Foodstuffs Division, Bureau of Foreign & Domestic Commerce, is particularly timely. The political situation in Mexico during the last few years has undoubtedly prevented many American manufacturers from entering that market, or from increasing their selling effort.

In 1923-4, our exports of foodstuffs to Mexico were valued at about \$23,000,000 per year. This indicates that the demand for our products of the kind is not growing, yet Mexico is the second largest market in Latin America for United States foodstuffs. The bulletin presents the latest statistics on the exports of foodstuffs to Mexico from the United States, as well as the Mexican imports of these products from all countries. The report gives the usual data on such matters as trade regions, import duties, and the organization of the market for certain groups of foodstuffs. In regard to advertising, it explains that about 60 per cent of all advertising in the republic is intended to promote the sale of imported goods and that among the advertised imports, canned foods, confectionery, breakfast foods, and biscuits are prominent. It states that practically all forms of advertising prevailing in the United States are used in the larger cities of Mexico; that the principal mediums are newspapers, circulars, window displays, poster panels, street rail-

YOUR PROBLEM

Is it sales—organization, research, distribution, or promotion?

Is it advertising—direct mail, trade paper, magazine, or newspaper?

Is it the co-ordination of sales and advertising?

My experience has been wide. If it dove-tails into your need, perhaps I can serve you on a part time basis for not more than two hundred dollars per month.

Will you let me tell you of jobs I have done?

BERTRAND L. CHAPMAN
250 FIFTH AVENUE, NEW YORK

Telephone Madison Square 4288

FRIENDS PLEASE BROADCAST

LITHOGRAPH SALESMAN

desires to represent in New York City an Out-of-Town Plant creating and producing the better type Advertising Displays and color work.

Thorough salesman and well versed in the value of Display Advertising.

Address "M." Box 56,
care of Printers' Ink.

way cards and electric signs, and continues:

"The importance of advertising in establishing a worth-while market in Mexico for manufactured foodstuffs should not be underestimated. This is particularly true of brands which are entering the market for the first time, since the Mexican market, although limited at present for most imported food products of this class, is gradually growing and is already highly competitive. A striking and distinctive trade-mark which not only suggests the qualities of the product to be sold but also enables the prospective purchasers easily to identify the goods, is a primary prerequisite to an effective advertising campaign. In this connection, it is well to note that bright colors, especially yellow and red, are very popular in Mexico and should be used in as much advertising in that country as practical."

"The Mexican Market for United States Foodstuffs" is trade information bulletin No. 380. All bulletins of the kind are now sold at ten cents each, and may be secured at the district offices of the Bureau of Foreign and Domestic Commerce, or from the Superintendent of Documents, Government Printing Office, Washington.

Quebec Steamship Line to Advertise

The Clarke Steamship Company Limited, Quebec, is planning to advertise in the United States and Canada next spring. Newspapers and magazines will be used. The Dominion Advertisers Ltd., Montreal, has been appointed to direct this advertising.

Leslie O'Rear Joins Reincke-Ellis

Leslie O'Rear has joined the staff of the Reincke-Ellis Company, Chicago advertising agency. He was formerly assistant director of the public relations department of Armour and Company, Chicago.

A. G. Degen with "American Magazine"

Albert G. Degen, recently with the Chicago office of The Potts-Turnbull Company, advertising agency, has joined the advertising department of *The American Magazine*, New York.

ARTIST

For an artist with
a national reputa-
tion we have an
unusual proposition
worth investigating



HUCKINS-SMITH
INCORPORATED

ADVERTISING ILLUSTRATIONS

New Steinway Hall
NEW YORK CITY

A Jab at the Garrulous Salesman

(Continued from page 8)

notcher down to the green canvasser, I've always found the big and the seasoned fellow taking his work easily. He has form. A lot of the first reader book stuff of selling has become subconscious. As the seasoned golfer scans the drive to the next hole, notes the traps, and poises the pill on the pyramid of wet sand, so the seasoned salesman looks straight at the prospect and waits for him to start things going.

I've never forgotten, and often told the story of the Belfast "assistant" in a Chicago drygoods store who made a sale without saying a word.

This Belfaster had the piece flannels. It was a dull afternoon. He saw a woman in the adjoining silk department shake her head repeatedly as an argumentative young clerk showed her fabrics. Hauling down a bolt of bright red flannel, fine stuff for dresses,

the Belfast veteran began unrolling and throwing the cloth in big handfuls over a counter fixture.

"Why, that's just what I want!" said the woman starting in his direction.

Easy enough—he had simply noticed from the woman's clothes that she liked bright colors, and had seen that the silk salesman wasn't showing her goods bright enough. He hit the ball for a hole in one.

Another good story is that of the salesman—a young salesman, too—who got in to see the elder J. Pierpont Morgan, when the latter was disgruntled.

Mr. Morgan wanted a certain complicated telephone installation. Nobody in the telephone company seemed to be able to understand it. The engineering department, commercial department, operating department, had talked, only to make him peevish. So when this young salesman announced that he was from the telephone company, and wanted to see the banker, a secretary asked him:

Wanted by a Publishing House of national reputation

a man of standards, energy, and experience, to serve in an important executive capacity as general assistant to the Publisher. The magazines issued by this house are of diverse character and established position. This unusual opportunity demands an unusual man.

All replies absolutely confidential.

Address "H," Box 52, Printers' Ink

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AMERICAN MOTORIST

Official Organ of the

American Automobile Association

Furnishes "Reading Matter"

To 78,853 Car Owners Monthly

The Official Publication of

100 A.A.A. Automobile Clubs

(Last A. B. C. Statement shows 63,618 circulation as of June, 1925)
48 percent increase in Net Paid circulation in 12 months.

\$300 Per Page

(12 time order)

Lowest Rate in our field

AMERICAN MOTORIST

Penna. Ave. at 17th St.

Washington, D. C.

WANTED

A Man Who Knows ADVERTISING

AND HOW TO SELL IT AS WELL

He is probably between 25 and 35 years old, a successful agency contact man or printing salesman, dissatisfied with his present connection and desirous of joining a progressive organization where he can broaden his experience, make full use of his knowledge and ability, and earn for himself the greater financial rewards that naturally follow.

He is capable of intelligently and productively following up inquiries, opening new accounts, giving his clients a complete creative and advisory service, and selling quality OFFSET DIRECT ADVERTISING MATERIAL at a price commensurate with its worth.

In his new connection, he will be supported by a highly competent inside organization and well balanced advertising and sales promotional campaign (including full colored inserts in Printers' Ink Monthly and direct-by-mail).

He will write, giving us full particulars concerning himself.

Only written applications will be considered.

THE STUBBS COMPANY

Complete plant devoted exclusively to
COLOROFFSET ADVERTISING

Home Office

DETROIT

Buffalo

Cleveland

Pittsburgh

Chicago

Jan. 7, 1926
"What about?"

"I don't want to talk about it."

The boy, after a moment, said:

"Well, say?" he asked.

"Nothing to listen to."

Wherever he went, over the second time.

"You and one here to from the it?" asked.

"Yes!"

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"I don't for you."

"How?"

"You engineers—I'll go."

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"What do you want to see him about?"

"I don't want to see him—he wants to see me the worst way!"

The banker glared at his visitor, after he finally got in.

"Well, what have you got to say?" he demanded.

"Nothing at all—I'm here to listen to you."

Whereupon Mr. Morgan went over the situation for the twenty-second time, but hopelessly.

"You want a telephone here, and one there, and a line from here to here, and another line from there to there—isn't that it?" asked the salesman.

"Yes! Yes! How can I get it?"

"I don't know, but I'll get it for you."

"How?"

"You leave it to me. I'm no engineer, but I see what you want—I'll get it."

And get it he did, by standing over the engineering department when it insisted that the thing couldn't be done.

He made the sale, in fact, outside his customer's office, and that's where many a good quick sale is made.

THE NOVICE WHO IS TOO TALKATIVE

As art conceals art, so the finished salesman, with his form and force, takes for granted most of the facts that the standard-talk novice painstakingly explains. The proposition is right, desirable from the customer's standpoint, there is little to be explained, only a question or two to be answered—he puts on his hat, goes out and closes the deal, as will the novice if he lives through the talking period of his career.

This surplus of talk is getting into printed salesmanship.

It was after the "consumers' strike," when men's clothes were getting shiney and thin, and the buying spirit had begun to develop again, that I read a convincing advertisement about ready-to-wear suits made by a Fifth Avenue tailoring concern. It spoke of the custom-tailor cut and the sewing

A Self-Reliant, Energetic Man Can Enter a Very Profitable Publishing Field

Every one knows that successful trade papers are interesting, profitable enterprises for those who own them. A manufacturer and a publisher, who are already much engrossed in their own particular lines, desire a third person to launch with them a trade publication in an uncovered, alluring field. The position will combine the duties of business manager and advertising manager, who will handle the details of the business and of the publication, assisted by the founders. The individual must be prepared to make an investment of from \$5,000 to \$10,000, for which an interest in the business, salary and immediate profits will await the proper person. Replies held strictly confidential. Write in full, "XYZ," box 193, Printers' Ink.

LITHOGRAPHED LETTERHEADS

For \$1.25 PER THOUSAND COMPLETE

IN 50M lots: 25M \$1.50; 12,500 \$1.75. on our white 20 lb. Paramount Bond. A Beautiful, Strong, Snappy Sheet. No smaller quantities.

ENVELOPES TO MATCH, \$1.50 PER THOUSAND

Booklet of Engravings on request.

GEORGE MORRISON CO.
425 East 53rd St., N. Y. City. Dept. T
TELEPHONES PLAZA 1874-1875-1518
Established 1895 Incorporated 1905

Subscription Renewals of 83%

attest the reader interest of the

American Sumnerman

Est. 1873 CHICAGO, ILL. A.B.C.

A SALESMANAGER with a NEW SALES PLAN

The Plan: Particularly adapted to Hosiery, Lingerie, Ladies' wearing apparel. Direct to consumer but NOT a C.O.D. or "endless chain stunt." New, unique, tested, proven.

The Man: American, married, age 44, seventeen years' experience selling direct, now employed as Sales Manager. Available on thirty days notice.

The Tie-up: Must be on percentage basis with a broadminded, established manufacturer, with capital and facilities for doing at least a Million Dollar business the first year.

Confidential interview principals only.

Address "L," Box 55, P. I.

Director of Sales Training

A large specialty selling organization desires to engage a competent man to direct training of salesmen and the formation and handling of resale forces at its various branches. A combination of selling, training, and managerial experience is called for. This is an exceptional opening for an exceptional man. State record fully and compensation expected. Address "N," box 57, Printers' Ink.

put into the firms ready-mades, emphasized the saving over a tailored suit, skilfully placed a soft cushion for the reader to fall upon if he had not been buying ready-made clothes lately—Oh! it was fine talk, and got under the skin, and made the reader want to look at these clothes, anyway.

But when I did look into the shop that afternoon, everybody was too busy fitting tailored clothes and measuring customers even to ask what I wanted.

Go shopping yourself, and see how much printed salesmanship is all in the show window!

My friend Quong made it definite the other day.

Quong is a Chinese merchant, down in Pell Street. You may not know how much high-power salesmanship is turned loose in Chinatown, but remembering the days when pigtails were still worn there, and the traveling barber shaved his customer's head at the store door, I marveled at the motor trucks bearing the names of Chinese firms, the cash registers, the typewriters, and—latest of all—the Chinese barber shop with standard American equipment.

We were chinning and chaffing each other—for with his countrymen and his friends the Chinese is an incessant joker—when a salesman entered. Quong had made inquiries about a piece of apparatus that was perhaps needed in his business. The salesman went at his victim with stuff out of the manual, somewhat simplified for Chinese comprehension. Quong's round face took on the "impenetrable mask" of the Oriental—generally assumed because Occidentals think that if a Chinese is himself, he must be foolish or fresh. He listened for five minutes. It was plain that, although he had somewhere picked up an interest in this apparatus, and was ready to learn, the message of the manual was not reaching the proper address.

"Oh, hell!" said Quong, in disgust, as the salesman finally left. "No lissen! No lookee! All talkee!"

Jan. 7, 1926



The Power of Motor Bus Advertising in New York

In Manhattan and in the Bronx alone, 200,000 people use the city busses every day—

Not visitors or sightseers, but women and men who use these busses daily to carry them to their work-shops and offices, their amusement places, and their shopping centres.

In every sense a buying public—knowing its own needs and doing its own spending.

A truly cosmopolitan circulation, covering every main artery—reaching every branch of New York's multifarious population.

LOWEST ADVERTISING RATE

Advertisers can now reach this entire group for less than 9c. per thousand monthly—without a doubt the lowest per capita rate of any advertising media in its class.

A limited number of spaces are still available for National and local advertisers.

AGENCY COMMISSION 15 % AND 2 %

Phone Wisconsin 3696 or write to

GREATER NEW YORK MOTOR BUS ADVERTISING CORP.

Sales Office — 1457 BROADWAY, NEW YORK

EVENING HERALD

The Largest Daily Circulation in the Entire West!

Sworn statement to the government shows:

Six months ending Sept. 30, 1925

181,785

—a gain of 7,505 over the same period of last year!

REPRESENTATIVES

G. Logan Payne Co., 401 Tower Bldg.,
6 North Michigan Ave., Chicago, Ill.
H. W. Moloney, 604 Times Bldg., New York
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

A SQUARE PEG AND A ROUND HOLE

do not make a good combination.

—In premium advertising each line of business should have a plan especially adapted to its needs.

—Each client's business is carefully studied by us and a system worked out that fits its peculiar requirements.

—An experience of 25 years qualifies us to give advice along premium lines. Without obligation on the part of those asking, we will answer questions and mail explanatory booklets to responsible concerns who state the nature of their business.

THE PREMIUM SERVICE CO., INC.
199 Franklin Street New York



House Organs

We are producers of some of the oldest and most successful house organs in the country. Edited and printed in lots of 250 to 25,000 at 5 to 15 cents per name per month. Write for a copy of THE WILLIAM FEATHER MAGAZINE.

We produce *The Jayhawk*

The William Feather Company
607 Caxton Building : Cleveland, Ohio

New Jersey Zinc Registers Three Advertised Slogans

THE NEW JERSEY ZINC COMPANY
NEW YORK

Editor of PRINTERS' INK:

None of our slogans has ever been recorded with PRINTERS' INK although two of them have been used by us for years. Since 1918 The New Jersey Zinc Company has been advertising Horse Head Rolled Zinc as a permanent material for leaders, gutters and roofing, using the slogan, "Once in a Lifetime" as the title of its booklet, and featuring the slogan in magazine advertising.

The use of "The World's Standard for Zinc Products" antedates the use of "Once in a Lifetime."

Recently we have adopted "The First Cost Is the Last Expense" in connection with the advertising of leaders, gutters and roofing of Horse Head Zinc.

THE NEW JERSEY ZINC COMPANY,
C. F. BEATTY,
Advertising Manager.

Sales of Life Insurance Gain

There was a gain of 17 per cent in the sales of ordinary life insurance in November of this year, over sales for the same month last year, according to the Life Insurance Sales Research Bureau, of Hartford, Conn. November sales of eighty-one companies, controlling 88 per cent of the business, amounted to \$637,023,000, an increase of \$92,000,000 over November, 1924.

In the first eleven months of this year sales totaled \$7,262,750,000, an increase of \$913,000,000 over the corresponding period of 1924. The greatest gains during November, were in the South Atlantic section, which had a 29 per cent increase.

Gates Ferguson with Blanchard Company

Gates Ferguson, executive manager of Printed Salesmanship, Inc., New York, for the last three years, is now directing the advertising and merchandising service of the Blanchard Company, New York.

Shingle Account for Tiffany- Bayless

The Forest City Stained Shingle Company, Cleveland, Ohio, has placed its advertising account with The Tiffany-Bayless Company, advertising agency of that city. Newspapers and direct mail will be used.

"Automobile Digest" Appoints Detroit Representative

John R. Scolaro has been appointed Detroit representative of the *Automobile Digest*. He has been associated with The Capper Publications, Topeka, Kans., for a number of years.

Just a Minute—Please!

on that

Dealer Help Campaign

Don't Decide on Window and Counter Signs Without First Investigating How the "Embosograf" Will Help You

You don't have to order a year's supply of signs.

You can make them when and as you want them.

You can have any color combinations without expensive art work.

You can emboss a dealer's name on every card.

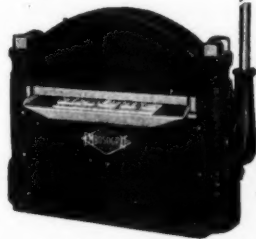
You can change copy without increased cost or waste.

Beautifully Embossed Signs With Greater Pulling Power

No Inks—No Paints

No Fuss—No Mess

Send for Illustrated Booklet "P"



"Embosograf" No. 14

EMBOSSING MACHINE COMPANY, Inc.

935 Broadway

New York City

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, Minimum order \$3.25.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, News Editor

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Thomas F. Walsh Andrew M. Howe

James H. Collins, Special Contributor
A. H. Deute, Special Contributor

Chicago: G. A. Nichols
D. M. Hubbard

Russell H. Barker

Washington: James True
London: Thomas Russell

NEW YORK, JANUARY 7, 1926

Check the Source on Florida Copy

Certain advertising mediums of this country, we believe, have let down the bars on Florida advertising copy that they should keep up. Copy is being accepted from Florida real estate promoters whose integrity is open to question.

The mediums running such copy know exactly what promoters we have in mind, for we know that they have turned down copy from the very same individuals on other flim-flamming schemes for years. Neither Florida real estate nor Florida atmosphere can turn an unregenerate blue-sky promoter into an honest real estate salesman. A change of scenery does not con-

done past outrageous promotion schemes.

It is natural, of course, that Florida should attract the fraud and the cheat along with serious-minded decent business men who have gone there to put their energy and money into the building up of that State.

Such men have a right to a protection of their labor and investment from the damage that can be done by the advertising of the shyster promoter. Such men will advertise long after the flim-flammer has left Florida for other fields that dazzle the public eye and hold the attention of the public.

These are facts that advertising mediums should reckon with. The mediums themselves will profit more in the future if they will reckon with them. They can save their own reader confidence by the simple expedient of deciding whether or not to accept copy according to the past record of the promoter who offers it to them.

Insidious Press Agency

In a statement recently published by authority of the Board of Directors of the California Fruit Growers Exchange, an interesting reference was made to a little known by-product of the activities of the press agent. It seems that a certain publication carried a recipe for making orange wine. Full details were given and it was claimed that the formula came from the pen of a press agent for California's citrus industry.

One who is acquainted with the activities and methods of press agents could very easily believe that this was a typical stunt. It actually appears to bear all the marks of a brainchild of one of these gentry. But the California Fruit Growers Exchange vehemently denies the charge and then remarks: "California citrus fruits are sold by marketing policies that maintain the standard of quality and grade and that tell the consumer of the merits of their products through legitimate channels of advertising."

This incident is interesting be-

Jan. 7, 1926
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cause it emphatically discloses the insidious thing about press agency—the fact that it creates disbelief in the published word. Many people are reading their favorite publications these days with one eye cocked. They see, or think they see, the handiwork of the press agent everywhere. In this one respect, at least, the public is becoming thoroughly sophisticated.

And that, we believe, is decidedly unfortunate. The economic value of advertising is based on belief in the printed word. Press agency also exists solely because of belief in what is printed. But since press agency creates disbelief in the printed word, it not only tends to destroy itself but it also harms paid advertising.

For this reason, we were glad to see the California Fruit Growers Exchange take such a firm stand. If other advertisers were to come out publicly with disclaimers of any connections with press agents, much good would undoubtedly be accomplished.

Does Advertising Follow Sales?

It is the general consensus of opinion in advertising circles that sales follow advertising. In other words, it is the common idea that as advertising increases, sales also increase.

Advertising *should* operate in this manner. Advertising *should* be the stimulating force which leads to sales, rather than that sales should be the stimulating force which leads to advertising.

However, candor, if nothing else, forces the admission that, in many instances, sales really do precede advertising. This is well illustrated by the fact that in periods of depression the total volume of advertising falls off considerably, while in periods of prosperity, the advertising volume is correspondingly greater.

It is interesting to observe, in this connection, that the economist of the Garfield National Bank, of New York, is aware of this tendency. In the bank's "Business Review" for December, he says: "Advertising volume indicates

producers' views as to potential demand which can be aroused and also existing sales activity, as advertising appropriations are still commonly tied up with sales volume. . . . On pure logic, one might expect advertising to increase as business falls off in the attempt to stimulate trade when it is most needed. A few large national advertisers do follow this practice, but on the whole advertising expands as sales increase and contracts as they decrease."

As the Garfield Bank's economist points out, certain national advertisers follow the policy of increasing advertising pressure when economic conditions are not up to par. However, the number of advertisers who follow this practice is not yet large enough to have a really appreciable effect on the ebb and flow of advertising volume in response to economic conditions. On the other hand, it is undoubtedly true that the number of advertisers who do speed up their advertising during periods of depression is continually growing larger and in due time we expect to see a volume of advertising during periods of depression that will be as large, if not larger, than the volume of advertising appearing during periods of prosperity.

Sales should follow advertising. Some day, they will.

How to Sell Bob When Bill Is Gone

A star salesman of the Dodge Manufacturing Corporation, Mishawaka, Ind., maker of industrial equipment, was telling George C. Miller, president of the corporation, about some particularly good business he had stirred up during a recent trip to Pittsburgh. In the course of his detailed report, he told Mr. Miller he had been somewhat apprehensive over the reception he might get at a certain plant "because Bill Davis, who always has been so friendly to us, has left there."

However, the salesman quickly found he had an equally good friend in "Bob Maxwell, who has been there for a long time, but

who always has been so quiet that I never could get acquainted with him."

Nevertheless, "Bob" bought readily and liberally, apparently needing no introduction to Dodge.

"You know what it was that put you in right with this purchasing agent, don't you?" Mr. Miller asked the salesman. "It was our advertising. Maybe we did not need to advertise to Bill in this way. But what would have happened to us if we hadn't advertised to Bob?"

Mr. Miller here forcefully puts forth one leading reason for advertising. One of its most important functions is that of multiplying and cultivating contacts. Without advertising, intimate knowledge of a line of products may be confined to only one man in a plant—the purchasing agent. *With* advertising, twenty potential buyers in that plant may be reached. Here we see again an exposition of that old, old principle that advertising does its best work for the one who is content to build for tomorrow rather than expecting to see all the results come in today.

Overhead and Turnover

If every manufacturer of an advertised product could get his retail customers to consider the idea of turnover as applied to overhead, more nationally advertised products would be stocked and much high-profit but slow-moving unadvertised merchandise would be fired as quickly as a dishonest clerk. The retailer who will carefully figure out his overhead expense for the past year and make the proper apportionment to each line of merchandise according to the space allotted to it, will discover that he actually lost money on much of his slow-moving stock. Yet, when the salesman induced him to stock it, the high profit margin was the main sales argument. "Why sell the brand of that manufacturer who spends so much money on advertising that he doesn't allow you a decent profit?" the salesman probably

asked. "We save money by not advertising, and give you the extra profit."

Some of the unadvertised merchandise, so highly recommended as a profit maker, moved only two or three times during the year. Much advertised merchandise, well known to the retailers' customers, turned over monthly. Valuable shelf room was given to counter-loading merchandise which was there the last time inventory was taken six months ago, and will still be there this inventory time.

At a time of the year when loafers should be let out of every organization, it is well to urge every retailer to get rid of the goods which loaf on the counters of his store, and stock instead goods which earn their board by rapid turnover.

If the retailer insists that he can't get rid of these slow movers because his particular clientele insists upon an extensive and complete stock, he can at least be persuaded to give preferred space to those lines which are moving daily and for which there is steady and assured consumer acceptance. He can logically be urged to run post-holiday specials on the stock he is anxious to move and for which there seems to be no demand. He can then place slow-moving lines in the basement, the rear of the store or some out-of-the-way place, and allot the valuable room they have taken up to those items which pay their board.

The salesman who is told there is no room in the store for his advertised product would be greatly helped as he starts his selling for the new year if more retailers were urged by manufacturers in business-paper and direct-mail advertising to think of overhead and turnover and the close relation existing between them.

Machine Tool Account for Guy L. Irwin

Hill, Clarke & Company, Chicago, re-conditioners of machine tools, have appointed Guy L. Irwin, industrial advertising agency of that city, to direct their advertising. Trade papers and direct mail will be used for this account.

"Changing the National Consciousness"

That is a big term—for a big thing. Mr. Richard Surrey, in the December 10th issue of *Printers' Ink*, tells in graphic style how it is being done.

"Child appeal." Reaching the parents through the children. That's the answer.

Henry Ford used two booklets—"The Land of Getwuntoo" and "The Way to Getwuntoo." The American Radiator Company sent out "Arcoland." All are written in clever rhyming fashion and illustrated in colors.

The same set of brains that produced these unique books is available to other national advertisers. Write or telephone to

Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

Advertising Club News

Program for Sixth District Convention

The convention of the Sixth District of the Associated Advertising Clubs of the World, which includes Illinois, Indiana, Wisconsin and Kentucky, will be held at Chicago on January 21 and 22. When the first announcement of this



C. C. YOUNGGREEN

convention was made in a recent issue of *PRINTERS' INK*, it was said that the program would be made up of addresses by business executives other than advertising men. This idea was followed out closely in the formation of the program which now has been practically completed.

Charles C. Younggreen, of Milwaukee, chairman of the district, will preside during the convention and W. Frank McClure, chairman of the National Advertising Commission, will direct the proceedings on the second day.

An address of welcome will be made by William R. Dawes, president of the Chicago Association of Commerce. Other speakers for the first day will be: C. K. Woodbridge, president, Associated Advertising Clubs, "Where Are We Going in Advertising?"; W. E. Donahue, Chicago *Tribune*, "Experiences in Building Retail Accounts to Become Better Advertisers"; Miss Helen Bennett, managing director, *Women's World Fair*, Chicago, "The Window Shopper"; Rev. Roy L. Smith, "Sentence Sermons for the Business Man"; Edward M. Skinner, general manager, Wilson Brothers, Chicago, "Why So Many Merchants Fail"; B. J. Cahn, B. Kuppenheimer & Company, Chicago, "How to Help Our Merchants to Increase Sales"; and George H. Williamson, Williamson Candy Co., Chicago.

On the second day E. T. Meredith, publisher of *Successful Farming*, Des Moines, will talk on "What Will the Farmer Buy in 1926?" Byron W. Orr, of the Louisville *Herald-Post*, will discuss "The Newspaper Service to the Retailer." Frank L. Pierce, secretary of the Direct Mail Advertising Association, will tell "How to Build a Mailing List for Follow Up Advertising." The work of the Better Business Bureau will be discussed by Edward L. Greene, director of the National Better Business Bureau. Don Mowry, secretary of the Madison, Wis., Chamber of Commerce, will talk on "Community Advertising and the Opportunities for Development."

A feature of the second-day session will be a trip through the mail-order plant of Sears, Roebuck & Company.

Lou E. Holland Presented with Testimonials

Lou E. Holland, former president of the Associated Advertising Clubs of the World, was presented with several gifts from various clubs and departmentals, at a recent meeting of the Advertising Club of Kansas City. Reuben H. Donnelly, E. T. Meredith and Rowe Stewart were members of a special committee which arranged for these testimonials as a permanent expression of appreciation for Mr. Holland's work for advertising.

* * *

Woodbridge to Broadcast Franklin Address

Benjamin Franklin's birthday anniversary on January 17, will be observed by the Associated Advertising Clubs of the World, in a speech to be broadcast by C. K. Woodbridge, president, on the evening of January 16. Arrangements for the occasion have been made by the Advertising Club of Schenectady, N. Y. Following his radio address, Mr. Woodbridge will talk before a joint meeting, at the Schenectady club, of advertising clubs of surrounding cities.

* * *

Philadelphia Women's Club Appointments

Wilhelmina H. Kane has been appointed chairman of the dinner dance committee of The Philadelphia Club of Advertising Women, for the annual dinner to be held on February 11. Additional chairmen have been appointed as follows: Prizes, A. F. Baum; gifts, F. M. Dart; entertainment, E. B. Einhorn; club souvenirs, M. D. Jefferis; decorations, M. B. Minter; seating, Viola Wildermuth, and publicity, Mary Denton.

* * *

St. Paul Club Organized Twenty Years

The Saint Paul, Minn., Town Criers Club was organized twenty years ago last December. The first officers were: President, T. E. Andrews; vice-president S. C. Thies; secretary, Raymond Cavanaugh; treasurer, C. E. Buckbee. J. W. Philip, Jesse H. Neal and I. Cohen were members of the board of governors.

* * *

Associated Clubs Representative to Visit Florida Clubs

Reginald Colley, special field representative of the Associated Advertising Clubs of the World, will visit the Florida club district during January. He will co-operate with C. C. Carr, chairman of the Fourth District, in organizing new clubs and visiting those already affiliated.

E. T. Hall Urges St. Louis Industries to Advertise

Thirty-first place in the roll call of products nationally advertised is too far behind for a city which ranks sixth in manufactured products. This, however, is the position which St. Louis holds, according to a brief survey made by E. T. Hall, vice-president of the Ralston-Purina Company, who submitted the results of his study to members of the St. Louis Advertising Club at a recent meeting.

In his talk, Mr. Hall, who also is president of the Association of National Advertisers, sought to awaken the city to a greater "national advertising consciousness." Out of a total of 357 manufactured articles, Mr. Hall said, about two-thirds are made in St. Louis factories.

"St. Louis," continued Mr. Hall, "is a potential national advertiser of about two-thirds of the nation's manufactured articles, but the number of consistent national advertisers in St. Louis can be counted on the fingers of one hand."

As a simile, Mr. Hall referred to his experiences in trout casting which always resulted in failure until he had mixed with the crowd who knew the right kind of bait to use. Emphasizing the work of the Association of National Advertisers, he pointed out it was the logical medium through which St. Louis manufacturers could rub shoulders with those long experienced in building up distribution in distant territories.

"The trouble with St. Louis firms," Mr. Hall said, "is just about the same as my case of trying to catch trout until I had learned to mix in with the fellows who knew the game. Now I have learned to talk the way they do. You can't do things from a national viewpoint by sticking in St. Louis. You've got to go out and mingle in with the rest of them."

Following his fishing simile, Mr. Hall told his audience that many Eastern advertisers were fishing successfully in the St. Louis preserve because they had created a trade preference. If, on the other hand, St. Louis manufacturers try to cast in Eastern preserves, they'll find their product practically unknown. This situation can be overcome by learning what is the proper method of casting, declared Mr. Hall, urging St. Louis manufacturers to meet with other advertisers so that a national viewpoint may be obtained.

* * *

Clarkson Potter, a Director of New York Bureau

Clarkson Potter, of Hayden, Stone & Company, New York bankers, has been elected a director of the Better Business Bureau of New York.

* * *

New Club at Salem, Ore.

An advertising club has been formed at Salem, Ore. The club officers are: E. A. Brown, president; W. H. Paulus, vice-president, and G. E. McAfee, secretary-treasurer.

Pittsburgh Publisher Appoints A. M. Staehle

A. M. Staehle, formerly in charge of industrial publicity for the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., has resigned to become Eastern representative for the Keystone Consolidated Publishing Company, Pittsburgh, Pa., with headquarters in New York. At one time he was editor of *Blast Furnace and Steel Plant*, also of Pittsburgh.

Joins F. Wesel Manufacturing Company

J. Emmett Cade, formerly with the Harry C. Michaels Company, New York advertising agency, has been appointed advertising manager of the F. Wesel Manufacturing Company, Brooklyn, N. Y., machinery and supplies. More recently he was sales manager of the Newark Paraffine & Parchment Paper Company, Newark, N. J.

R. B. Campbell, Advertising Manager, Russell-Miller

Ralph B. Campbell has been made advertising manager of the Russell-Miller Milling Company, Minneapolis, Occident flour. He was recently with Addison Lewis and Associates, also of Minneapolis, and was formerly with the Chicago and Kansas City offices of the Ferry-Hanly Advertising Company, Inc.

Rock Island Stove Company Plans 1926 Campaign

The Rock Island Stove Company, Rock Island, Ill., is planning a campaign for 1926, to advertise its Riverside Radiona and Aeriona parlor furnaces. Business papers covering the hardware and furniture industries will be used.

R. R. Smith, Advertising Manager, Freed-Eisemann

R. Robert Smith has been appointed advertising manager of the Freed-Eisemann Radio Corporation, Brooklyn, N. Y., succeeding Philip V. D. Stern, resigned. Mr. Smith had been assistant advertising manager.

John Warner Codd Dead

John Warner Codd, advertising manager of the Michigan Stove Works, Detroit, Mich., died recently in that city.

Financial Publications Consolidate

The *National Financial News*, New York, has purchased *Popular Finance*, also of New York. The two publications have been consolidated and will be published under their combined names.

The Little Schoolmaster's Classroom

ANOTHER idea which should do much to give salesmen an intelligent understanding of their company's advertising activities has come to the Schoolmaster's attention. He believes a familiarity with it will be appreciated by the Class.

The Schoolmaster is indebted to S. E. Conybeare, assistant sales manager in charge of advertising, of the Linoleum Division of the Armstrong Cork Company, for the idea. Before calling upon the trade, Armstrong salesmen are put through a course of training at Lancaster, Pa., which lasts for several months. During this time they become closely acquainted with the company's advertising and sales policies.

Plans and policies are so subject to revision to meet new situations, however, that a salesman undergoing such a course, if he is to be informed of up-to-date developments, must be kept posted. This is where the idea which impressed the Schoolmaster comes in. Every salesman in the Armstrong organization comes back to Lancaster for one week each year for what the salesmen call a post graduate course.

One day is spent in the advertising department. The work which it is doing and its plans for the future are explained to him. By means of this practice, Mr. Conybeare said, the salesman gets a pretty clear picture of the efforts which are being made by the company. The company gets his suggestions and an idea of the reaction of the trade to its advertising work and, through this exchange of information, is enabled to make its advertising efforts more productive.

* * *

So many outside expenses have been charged to advertising that it is no surprise to the Schoolmaster to discover that so timely a subject as the Christmas Savings Club now qualifies. A recent question-

naire sent to Ohio banks to inquire whether these clubs were worth while brought many interesting replies. Many banks reported that almost 90 per cent of the money saved in instalments went out of the bank on December 10, never to return. Many of the banks, reporting that their Christmas Savings Clubs were conducted at a loss, excused it by saying, "We regard them, however, as good advertising because they bring people into the bank."

The Schoolmaster was pleased to note the straightforward reply made to such a plea by an editorial in the *Ohio Banker*:

"Now, granting that Christmas Savings Clubs do bring many people into the bank regularly," said that paper; "granting that these people do, many times, become customers of other departments of the bank; granting that this loss, if there is any, from operating these clubs must be charged somewhere, doesn't it seem a little bit unreasonable to charge it to advertising?"

"It's easy, we know, to charge anything that smacks of sales or advertising effort to 'advertising.' The advertising manager of one of the biggest banks in the State said just the other day that the biggest fight he had each year was when he went into conference with the auditor and made that worthy take off some of the things he had charged to 'advertising.'"

"It may be that the reason why advertising has received a black eye from some bankers is because they were charging a lot of things to advertising that ought to have been charged to 'bad judgment' or 'poor management' or some place else."

* * *

The modern advertiser has at last come around to acknowledging the power of "types," and surrounding a product with the color of quality and exclusiveness through the use of portraits of

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"Measuring by the Yardstick of Rental Values"—

Introducing a new method by which
the merits of the Pennsylvania Build-
ing may be *impartially* compared and
analyzed on actual basis of facts.

EVERY organization contemplating a new business home inevitably makes its final selection on the basis of comparison. In considering the Pennsylvania Building we wish you to have more than a "look-around" knowledge—measure this building's offerings by the Yard Stick of Rental Values—the scientific way to choose a business location.

Know what this office structure can give you as compared with other buildings. For example, rapid transit—analyze, prove for yourself the superior transit service afforded by the Pennsylvania Building's location. Point by point this great structure is uniquely attractive.

Send for the measuring chart—"The Yard Stick of Rental Values"—to aid you in making a scientific selection of a business location. It will be mailed gratis on request.



Follow our Series of Measurements on the Yard Stick of Rental Values

JULIUS TISHMAN & SONS, Inc., Owners
Brown, Wheelock, Harris, Vought & Co., Inc.
20 E. 48th Street 14 Wall Street
Renting Agents

Pennsylvania Building

225-241 West 34th Street



You need this lettering device

—if you make layouts and dummies or if you use, or would like to use, Hand Lettering. The headlines above and below were lettered by a novice without training or ability.

The VIZAGRAPH

is not a rubber stamp, stencil or photographic process. It is a practical device that does perfect Hand Lettering in many styles and sizes. It is in constant use by Advertising Agencies, Art Services, Publishers, Engravers, Printers and Advertising Managers. Its cost is moderate and it quickly pays for itself in time and money saved and in improved work.

Send for illustrated booklet containing samples of VIZAGRAPH Work.

VIZAGRAPH Company
154 Fifth Ave., New York City

A Salesman in Dayton, Ohio

who has exceptional selling ability, college education, unusual personality, fine appearance, excellent health, 6' 2", 220 lbs., 41 years—a real producer—and who would be a credit to any organization, seeks connection with some concern who is not now represented in this thriving industrial center, radiating 50 miles from above city. Especially interested in any line that has to do with advertising or some manufactured specialty. Prefer line that has repeat business possibilities. Salary or commission, but must have net earning of not less than \$5000 per year. This is the man some concern has long been seeking. Let me talk to you, then judge for yourself. Address "D.," Box 199, care of Printers' Ink.

Montgomery
for
House Organs
Direct Mail and
Printed Publicity  *Send for*
367 N. Michigan Ave. Chicago. **W.A. Montgomery**
Proof Sheets

YOUR PRODUCT will find its market in the CHURCH FIELD through the preachers' trade journal **THE EXPOSITOR**

710 Caxton Building, Cleveland, Ohio
17 West 42nd Street, New York
37 South Wabash Avenue, Chicago

Sample and rate card on request.

the sort of people who patronize it. Any number of recent campaigns have been based on this interesting idea. The advertising "atmosphere" is shown in the faces of people, in the character written there indelibly.

An entire campaign for Cadillac automobiles is, in reality, a portrait gallery of pedigreed men and women, who, on their own "face value" indicate that the car must be indeed superior. The women are true blue-blooded aristocrats. Theirs are no mere "faces seen in the passing parade."

Artists seek types now, types which tell stories. They are "real people," without the necessity of a signed testimonial. They represent classes of individuals as plainly and as surely as if they were so tagged.

One campaign has presented more than twenty distinctive types of representative American business men, and it has been almost possible to tell their professions, so true are they to type. In the industrial field, by characteristic studies of employees, greater confidence is given in the thing manufactured when the large buyer is solicited.

* * *

The lengths to which some advertisers are willing to go to secure sincerely attractive and authentic pictorial atmosphere for their campaigns, is demonstrated in the current series of beautiful pen-and-ink illustrations used in connection with the advertising of the French Line.

A campaign which undertook to feature Morocco and North African cities demanded pictures peculiarly designed and always in the true spirit of the country. Costuming of the natives must be above reproach. Backgrounds, small accessories and foliage called for irreproachable technique and authenticity.

And so the French Line made

"GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents

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MONTREAL

WINNIPEG

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Insure it!

FOR just a few cents you can give yourself North America Parcel Post Insurance protection.

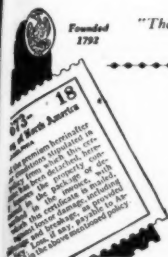
Wrap a coupon with every package and you are insured against its loss, damage or destruction in the mails.

Mail the attached memorandum for information and rates.

Insurance Company of North America

PHILADELPHIA

"The Oldest American Fire and Marine Insurance Company"



Insurance Company of North America
Sixteenth Street at the Parkway
Philadelphia, Pa., Dept. W 17

Name

Street

City State

Wants information on Parcel Post Insurance

Manufacturers:

We know a man who has had a very successful ten years' record as sales manager for products sold through grocery and drug stores in the Philadelphia territory and vicinity.

He is open February 1st to represent an account of merit. Can bring with him, if desired, a productive sales force.

The Richard A. Foley Advertising Agency, Inc.
219 North Broad Street
Philadelphia, Pa.

Agency or Advertiser

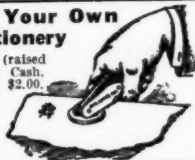
Young man, 23, now Assistant Advertising Manager of large national advertiser, because of limited possibilities in present connection, desires position with agency or advertiser where there is an unusual opportunity for development and advancement. 3 years' agency experience—considerable advertising study. Can furnish excellent references. Salary commensurate with position. Address V., Box 201, Printers' Ink.

WANTED: Layout Man. A live young man with ideas on direct-mail layouts who is desirous of permanent place with large publishing and printing house in a Mid-west city. Address "K," Box 54, care of Printers' Ink.

Emboss Your Own Stationery

3 Line Stamp (raised letters) \$2.00 Cash.
Notary Seal \$2.00.

THE
MESSENGER
SHOPPE
Smithtown
Branch,
N. Y.



Get This **Master Chart** for 1926
Send 10 cts in stamps for the Master Chart for 1926 on a daily unit basis, also free booklet describing 26 standard chart forms. Address—Business Charing Institute, 1804 Tribune Tower, Chicago.

Over 2000 concerns use our forms to increase value of office records and save time making charts.

an arrangement with a nationally known illustrator, who was sent on the tour with access to every place and port.

He was permitted to roam, fancy free, his sketch book ever alert for the unusual, the unexpected, the fantastic and unconventional.

These were not to be illustrations of a type which any chance photographer might secure or any tourist with a Pocket Kodak. They must carry a great deal more mystery and exclusiveness.

The artist entered into the spirit of the assignment and brought back a portfolio of atmospheric pen and ink drawings, visualizing phases of the tour which might have been had in no other possible manner.

Uncommercial, striking as to technique, and always artistic, they have individualized the advertising to a noticeable degree.

* * *

Building constructors in large cities have gone far in recent years in making the temporary wooden structures that roof over side-walks during the time of construction a pleasant affair to look upon. Even so eminent an authority on art as Lorado Taft has taken occasion to call some of these structures a joy to the eye.

With all of this the Schoolmaster agrees. There is but one

Lithographic Salesman

A man capable of creating sales in the lithographic field who would like to represent one of the best known organizations in the country will do well to state his qualifications to Sales-manager.

Address "G.," Box 51,
care of Printers' Ink.



PAINTED OUTDOOR ADVERTISING

We own and maintain Painted Bulletins in 137 cities and towns of Northern N.E.

THE KIMBALL SYSTEM
LOWELL - MASS.



An Open Letter to TRADE PUBLICATIONS

YOUR problem in selling space is getting business men to realize the advantages of direct and concentrated advertising.

Another of your problems is inducing your advertisers to use their space in a productive manner.

We specialize in concentrated, localized merchandising. We are not an advertising agency. We have no printing or lithographing plant to keep busy. We know how to use trade publications and when to recommend them. There is no advantage to us in recommending other media in preference to trade publications.

We can be useful to you even if you have a well organized service department for your advertisers.

All the facts are waiting for your letter or call.

RONALDS RE-SALE AGENCY

Incorporated

527 FIFTH AVENUE, NEW YORK CITY

TELEPHONE VANDERBILT 2981

[You will be interested in "Re-Sale News".]
[Write and ask us for a sample copy.]

(Next week's "open letter" in this series to Outdoor Advertising Agencies)

SALES MANAGER

When you know a job is finished you quit—don't you? Well that's just what I've done—finished a big job of sales reorganization—made a real leader out of a poor trailer—and am now anxious to tackle another big job of the same kind. One that will keep me all-fired busy and pay both you and me well when its put across. Available right now. Who has such a job and is looking for the man to do it?

Address "U," Box 200, Printers' Ink

Copywriter

Five years' agency experience writing concise, convincing, selling copy for practically all classes of accounts. Last three years copyman for old established AAAA agency.

Pleasing personality. Tactful contact man. Experienced in layout, planning, etc. Knows the compelling copy appeal. Good record on notable advertising successes.

University graduate, 30 years old. Highest references. Samples. Available February 1st. Write "R," Box 58, care of Printers' Ink.

SALES EXECUTIVE

Created sales organization for largest package flour mfr. in U. S. Ten years in home office, complete charge all salesmen and brokers in U. S. and Canada. Mfr. wanting introduce or promote sales on Pacific Coast or elsewhere, address "W," Box 195, Printers' Ink.

If—

any independent advertising concern can put us in touch with an occasional printing job or an account, we will be glad to pay a regular commission. High-grade direct by-mail booklet and catalogue work only, wanted. Our plant with complete facilities and service department is conveniently located near Penn Station. Address "E," Box 23, care of Printers' Ink.

general suggestion that he wants to make on these necessary, temporary structures. It is a suggestion concerning copy. Too often the Schoolmaster has been filled with a feeling of aversion, despite the pleasing lattice work and color, because of the bragging spirit of the information that has been painted on them. What of it if some particular building is to be the seventh largest office building in the world, or that it contains 22,000 acres of floor space? The public isn't interested in that. It is interested in itself. If something must be said isn't it far better to say something that interests the reader and leaves a friendly feeling for you in the reader's mind?

As an example of copy worthy of being used as a pattern for such structures, the Schoolmaster would call attention to that which the Farmers' Loan and Trust Company has used during the course of the construction of its new building on upper Fifth Avenue in New York. "We regret," says the copy, as the Schoolmaster recalls it, "any inconvenience that may be caused during the construction of this building."

Tire Account for Oakland Agency

The Columbia Tire Corporation, Portland, Oreg., has placed its advertising account with James Houlihan, Inc., Oakland, Calif., advertising agency. Plans are being made for a campaign that will make use of newspapers, business papers, direct mail and outdoor advertising.

J. M. Sherman Appointed by Eugene C. Miles

John M. Sherman has been appointed resident assistant at Boston for Eugene C. Miles, Inc., publishers' representative, New York.

Multigraph Ribbons Re-inked

Our  process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-inking you can buy.

Send 3 Ribbons to be Re-inked at our expense

W. Scott Ingram, Inc.

Dept. B. 67 West Broadway, New York City

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of a series showing effective coverage of national advertisers



UNEEDA GRAHAMS sit up there
Beside our mother's reading chair,
And as each chapter is begun
We all can eat another one.
"Tomorrow night," said sister Mary,
"Won't you read the dictionary?"

UNEEDA GRAHAM CRACKERS will tell you more about goodness in one bite
than you could learn in twenty looks into the dictionary.
Tell Mother to get a supply of these crackers from the grocer—and
tell her to be sure to order UNEEDA GRAHAM CRACKERS—the kind made by
"Uneeda Bakers."

NATIONAL
BISCUIT COMPANY
"Uneeda Bakers"



National Biscuit individuals who are readers of Printers' Ink and Printers' Ink Monthly

NAME	TITLE	WEEKLY MONTHLY	
		Yes	Yes
E. TOMLINSON	President	Yes	Yes
G. BIXLER	Sales Manager	"	"
B. HAWES	Asst. Sales Manager	"	"
GEORGE OLIVA	Charge of Advertising Division	"	"
A. C. MACE	Advertising Counselor	"	"
L. HOLT	Editor	"	"

Classified Advertisements

Rate, 65c a line for each insertion. Minimum order, \$3.25

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New and Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

Wanted New York and Eastern Representative for Movie Theatre publication, 100,000 weekly. Guaranteed. Representative may handle other publication. Write Balaban & Katz Magazine, Suite 927, 431 S. Dearborn St.

HELP WANTED

Salesmen to sell inspirational material for salesmen to Sales Executives. All territories open. Opportunity to build up monthly income on accounts. Full or part time. Address 1210 Claus Spreckels Bldg., San Francisco, Calif.

ADVERTISING SOLICITOR

Young man of excellent personality and address for class magazine, splendid opportunity, established publishing house, salary. Box 992, 2501 World Tower Bldg., N. Y.

ADVERTISING SALESMAN

Newspaper has opening for an alert high-class man of good appearance, honest, permanent, not a drifter, New York City Territory. Salary. Write in detail your experience, nationality, religion and salary expected. Box 678, Printers' Ink.

SALESMAN

To represent a printing plant located in Metropolitan District specializing on high grade color and halftone work. Organization includes a department of experts for visualizing and laying out sales promotion campaigns to dealers and consumers. Commission basis. Give full particulars as to former connections, age, etc. Box 667, Printers' Ink.

Copy Writer Also Artist Wanted by rapidly growing Miami agency, should be fast, experienced in real estate copy, must be ready to report Miami at once and sign contract for six months. Good salaries start, more later. Living conditions not perfect but you will make real money and spend winter in Florida. Rush particulars, samples of work, salary desired, etc. Special delivery or wire Box 692, Printers' Ink.

An Advertising Solicitor

in the Eastern Territory for established technical journal of years standing. Qualifications must bear careful examination. Box 680, P. I.

WE CONNECT THE WIRES

WE HAVE GOOD OPENINGS for advertising salesmen and copy writers. Registration free.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

Advertising Salesman for weekly business paper in building field. New York territory. Must have record of success in selling trade paper advertising. State age, experience, and salary or drawing account desired. Box 681, P. I.

Certified Public Accountant with ten years' experience in newspaper accounting, direct management of departments and special qualifications in investigating, organization and "stopping leaks," is in position to consider a new connection. Box 685, Printers' Ink.

ASSISTANTS TO SALES MANAGER

Three young, live men—or women—with dealer and consumer selling experience plus sales correspondence and analytical training, to analyze, assist salesman and consumer canvassers. Starting salary moderate. Opportunity unlimited. Send samples, photo. Tell everything. Growing Christian concern. Location Newark. Salesmanager, Box 669, Printers' Ink.

SPACE BUYER WANTED

by a moderate size agency in New York City. Qualifications necessary are character and aggressiveness and a definite knowledge of large and small general and class publications of national character. Newspapers in all cities over 50,000 population, Hardware, Electrical, Radio, Phonograph, Automobile and Wearing Apparel Trade and Consumer publications. Unless you possess all of these qualifications and have been earning not less than \$3,500 a year, please do not answer this ad which was written by our present space buyer. Box 693, P. I.

MISCELLANEOUS

\$100 CASH

Will buy information worth thousands of dollars to you; 17 years' unbroken file of PRINTERS' INK, some bound, must sell. Box 683, Printers' Ink.

POSITIONS WANTED

Secretary-Stenographer—Young woman six years publishing and advertising experience, thorough knowledge make-up, photo-engraving, printing, expert stenographer. Box 691, Printers' Ink.

ADVERTISING MANAGER

wants position with manufacturer doing national business. Eleven years' well-rounded experience. Splendid record. Age 31. Married. Box 677, P. I.

Advertising Salesman with eight years advertising and sales experience, engineering education, wants to sell Trade Paper or Magazine Advertising. New York State preferred. Box 682, P. I.

Young Advertising Man

experienced at copy writing, layout work and illustrating, is available at once. Box 690, Printers' Ink.

Mailing and Multigraph Expert

Young man, 27, married, 8 years' experience production manager of mailing, addressing, multigraphing, desires position. A-1 references. Address Box 676, P. I.

EDITOR

of high-class weekly for four years, at liberty; \$75. Reads French, some Spanish. Address Box 670, P. I.

ADVERTISING ARTIST

Versatile; wishes to connect with a reliable concern to execute and direct their art work. Thorough knowledge of mechanical requirements. Box 673, P. I.

ARTIST

Designer, letterer, layout. A-1. Desires permanent connection. Address Box 694, Printers' Ink.

DIRECT-MAIL EXECUTIVE

Thoroughly competent to handle a direct-mail department in the mailing, addressing and multigraph equipments, desires connection, available Jan. 15. John J. Gasko, 2334—27th St., Astoria, L. I.

MR. MANUFACTURER

Within 200 Miles of New York

This man desires to enter advertising field. Age 26. Married. Capable correspondent and executive. Formerly assistant to Export Sales Manager in New York organization. Box 679, P. I.

Man experienced in general sales, advertising sales promotion who has decided on sales promotion as a vocation, after having successfully been general manager of several large companies, because he finds himself happier in building sales than in general management. Forty-one, married, with a thoroughly good record. Box 672, P. I.

MANAGER, MULTIGRAPH, MAIL AND STATIONERY DEPARTMENTS

Young man, with broad experience, capable of taking charge of a large-sized Multigraphing Department, or combined Multigraph, Addressing, Stationery and Mail Departments, is in the field for a position with a progressive organization. Will furnish first-class references. Request an interview at your convenience. Box 675, Printers' Ink.

PRODUCTION MAN

Seven years' buying printing, composition, engraving, art. Thorough knowledge of agency methods. A young man with executive experience. New York preferred. Box 687, Printers' Ink.

ADVERTISING ASSISTANT

Young lady, ambitious, capable and conscientious desires connection in advertising line. Experienced in copy, cuts, brochures, etc. Has personality and ability to sell. Box 671, P. I.

Advertising Writer—Seven years' experience planning, writing and producing advertisements, folders, broadsides, booklets, sales manuals, letters and follow-up systems. Available as advertising manager for manufacturer of industrial equipment. Box 674, Printers' Ink.

ASSISTANT

Can you use a man with an analytical mind and technical training in your sales or advertising department? I am a Mechanical Engineer, but more interested in sales promotion than engineering. Could write copy and assist sales or advertising manager. Single, 28 yrs. old. Box 689, P. I.

Assistant Production Manager

In advertising agency or advertising department of manufacturing concern. Young man, 30, Protestant, married. 12 years' experience in all branches of printing industry. Understands layouts and their development. Knows good typography. Opportunity foremost. Box 684, P. I.

ADVERTISING ASSISTANT

Well educated young man with several years comprehensive experience wants connection in CHICAGO. Skilled in writing copy. Can buy printing and engraving. Experienced in sales promotion, house organs, direct-by-mail and local advertising. Has sales and engineering background. Knows mechanical details, typography and catalogue construction. Available Jan. 15. Box 688, P. I. Chicago Office.

Dear New York—

WITHIN YOUR MIDST—A Manufacturer of Copy with the Right Kind of "Kick" in it—"Customer Slant." Low rate for the first year.

At the Hotel Knickerbocker, 120 West 45th Street, until Friday, January 15, 1926. Telephone BRyant 3300 and ask for

H. W. Brinckerhoff of Boston
Copy, Contact and Thinking
Done by the Year

COPY—
Tuned and Timed

I write jingles for the printer,
In the summer, in the winter;
As to speed I am a sprinter,
Let me show what I can do.
Steal my rhymes from any poet,
And the best of them, they know
it;

Say the word and watch me go it,
I can "pep" your sales up too.

Box 686, Printers' Ink.

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This advertising agency does not pretend to be a miracle worker. It does not guarantee any merchandising magic that will revolutionize the clients business. It can only guarantee that any advertising it undertakes will be produced by an intelligent personnel, seasoned in the production of advertising that is both varied and effective, with a minimum of waste effort and flourish. Where the product and the policies of a manufacturer have been sound it has always managed to be of material help.

THE JOHN H. DUNHAM COMPANY

Advertising

TRIBUNE TOWER

CHICAGO



"Grow with The Tribune in 1926"

The Chicago Tribune gives its advertisers a greater and a richer market than is offered by any other newspaper in the world. In the past ten years it has almost doubled its circulation. Since December, 1924, The Tribune has added 100,000 daily circulation and 125,000 Sunday.

During the last decade, the advertising lineage has doubled, too. And the growth during 1925 has totaled 10,000 columns—a gain unequalled by any other metropolitan newspaper.

Circulation Growth of The Chicago Tribune 1916—1925

Figures shown are the six months averages for periods ending Sept. 30

	Daily	Sunday
1916	392,483	619,023
1917	381,675	614,418
1918	410,818	633,315
1919	424,588	666,496
1920	437,158	711,254
1921	483,272	801,881
1922	517,184	790,552
1923	567,628	877,467
1924	608,130	920,638
1925	658,948	1,020,427

The Tribune has since passed 700,000 net paid daily circulation and 1,100,000 net paid Sunday circulation.

Advertising Printed by The Chicago Tribune 1916—1925

1916—	54,974 Columns
1917—	54,891 Columns
1918—	51,888 Columns
1919—	77,777 Columns
1920—	85,753 Columns
1921—	76,703 Columns
1922—	87,375 Columns
1923—	93,471 Columns
1924—	93,937 Columns
1925—	103,500 Columns

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The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation Over 680,000 Daily and Over 1,000,000 Sunday